

LITTLE PORTUGAL

URBAN VILLAGE PLAN



Approved by the City Council on November 19, 2013

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INTRODUCTION

The Little Portugal Urban Village Plan, together with the Roosevelt Park, Five Wounds, and Twenty-Fourth Street Urban Village Plans, are part of the first group of Urban Village Plans prepared by the City and the community to further the Urban Village strategy of the new Envision San Jose 2040 General Plan. As a City Council approved policy document for the future growth of the Little Portugal Urban Village, this Plan establishes a framework for the transition of the Little Portugal Urban Village into a vibrant mixed-use and pedestrian-oriented district that complements and supports the planned Bus Rapid Transit System (BRT) along Alum Rock Avenue. This Plan includes goals and policies designed to shape both future public and private development.

BACKGROUND AND PLANNING PROCESS

The planning process for the Little Portugal Urban Village really began with the Five Wounds/Brookwood Terrace Strong Neighborhoods Initiative (SNI) Plan that was completed in August of 2002. This SNI Plan outlined the community's vision and land use direction for the area that now encompasses four Urban Villages including the subject Little Portugal Urban Village, as well as, the Roosevelt Park, Five Wounds, and Twenty-Fourth Street Urban Villages. For the Little Portugal Urban Village, the vision of the SNI Plan was for a 3- to 5-story mixed-use and pedestrian oriented corridor with ground floor storefronts. While the SNI Plan was accepted by the City Council in 2002 as the community's vision and priorities for the Five Wounds/Brookwood Terrace Area, the Plan and its land use recommendations for the Little Portugal Urban Village area were not approved by the City Council and did not become official City Policy.

In 2010, the vision and recommendations for the future of the Five Wounds planning area, including the Little Portugal Urban Village, were further developed in the Five Wounds/Brookwood Terrace BART Station Area Community Concept Plan. This Plan was developed by the community and San Jose State University, with support from the City, under the umbrella of CommUniverCity. Completed in September of 2010, this Plan refined the land use, urban design, circulation, and parks and open space recommendations for Little Portugal and three other Urban Villages in the Five Wounds/Brookwood Terrace area. The recommendations of this Plan were not, however, formally approved as City policy by the City Council.

In 2011, at the conclusion of the Envision San Jose 2040 General Plan Update process, the first Urban Village planning process was started in the Five Wounds/Brookwood Terrace area, using the CommUniverCity plan concept as the starting point. The vision, goals and many policy recommendations of the CommUniverCity Plan have been integrated into the Little Portugal Urban Village Plan, as they are consistent with the strategies of the Envision San Jose 2040 General Plan. Unlike the prior planning processes, this Plan is approved by the City Council as the City's policy for the future growth within this Urban Village.

The Planning Process for the Little Portugal Urban Village Plan was combined with the Planning process for the Five Wounds, Roosevelt Park and Twenty-Fourth Street Urban Villages. The process first consisted of two community meetings where staff explained the Envision San Jose 2040 Urban Village strategy and how it would be implemented in the Five Wounds/Brookwood Terrace area. Following this outreach, two additional community workshops were held, each attended by approximately 40 to 50 residents, and property and

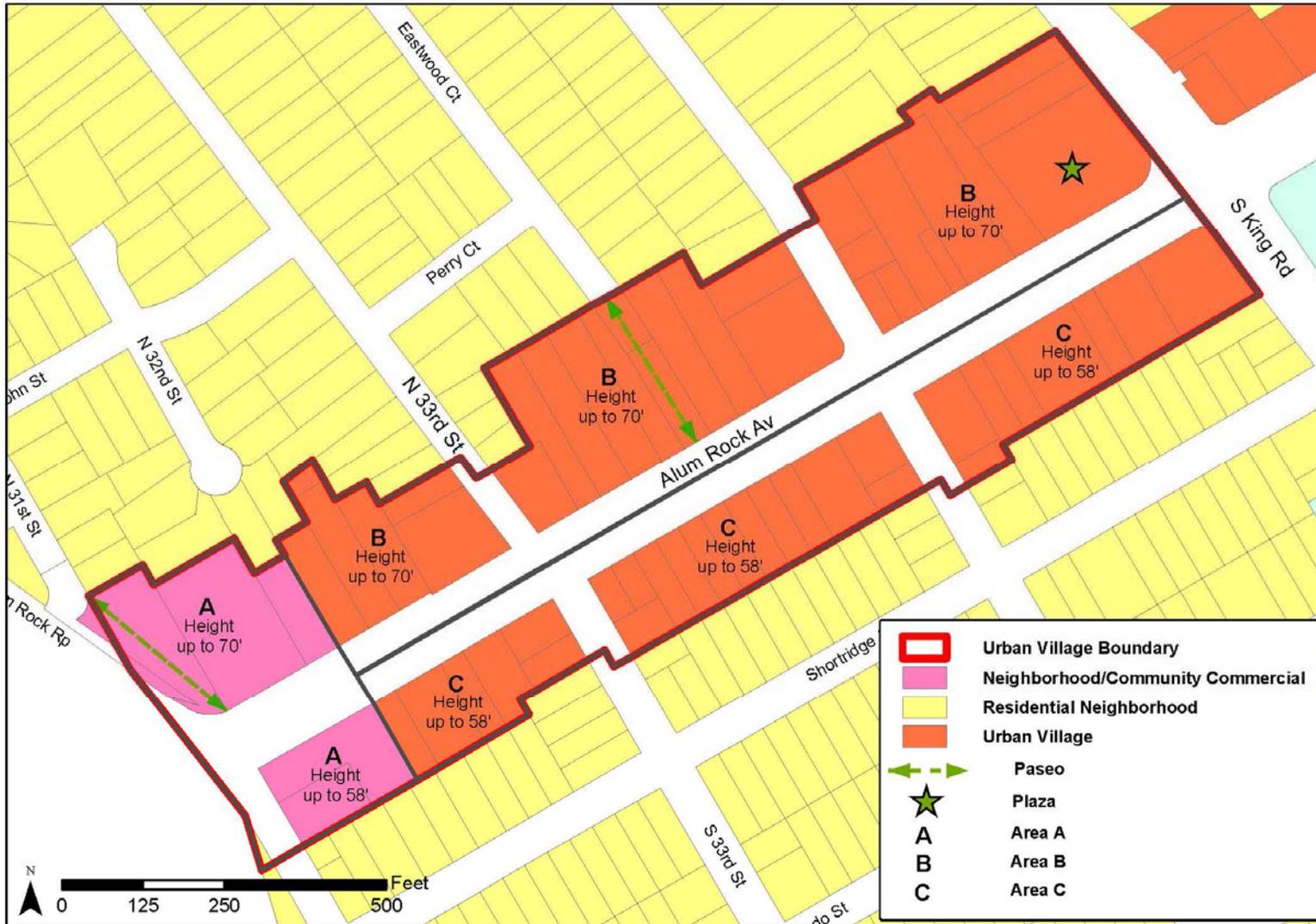
business owners. At the first workshop, on July 23, 2011, the community provided comments and direction on a draft land use plan. At the second community workshop, on January 26, 2012, the community reviewed and provided input on the refined land use and urban design plan, as well as the circulation, streetscape, parks and trails, and parking recommendations.

LAND USE

Land Use Goal: Create a pedestrian-oriented complete community in the Little Portugal Urban Village by developing a mix of uses along Alum Rock Avenue, including retail sales and services, public facilities, offices and other commercial uses integrated with high density housing, to serve the surrounding neighborhoods and help create a vibrant great place.

Currently, Alum Rock Avenue, between US Highway 101 and King Road, consists predominately of one-story commercial buildings that contain restaurants, ethnic and convenience markets, medical offices, and community-serving retail stores and services. The corridor also includes a few older mixed use buildings that have ground floor commercial with apartments above. Much of this development is more than 50 years old and is pedestrian-oriented, with buildings built up to and addressing the sidewalk. The goal of this plan is to retain and expand upon the existing mix of community-serving commercial uses and the pedestrian orientation of much of the area, and integrate new high density housing as well as taller, more urban development into the corridor. This Plan recognizes that additional development along the corridor, if well designed and containing the right mix of uses, can add new vitality to the area and enhance its positive image. An expanded mix of neighborhood-serving uses, housing and employment opportunities would provide residents with the opportunity to meet many of their daily needs by walking, bicycling or taking transit, thereby furthering the City's General Plan goals to support a healthy community, and reduce traffic congestion and resulting green house gas emissions and energy consumption.

Figure 1
 Land Use Designation & Height Diagram



A. PLANNED GROWTH CAPACITY AND OBJECTIVES

This Plan establishes a commercial/employment square footage objective and residential unit planned capacity for the Little Portugal Urban Village overall. The commercial objectives and residential capacities shown are totals, consisting of the existing number of residential units and amount of commercial square feet, plus the planned new residential units and commercial square feet.

1. Employment Growth: The employment objective for the Little Portugal Urban Village is to add 82,000 square feet of commercial square feet to the existing 118,000 square feet for an overall objective of 200,000 square feet. This objective represents almost a 70% increase in the amount of commercial square footage above the existing level.

The commercial square footage objective establishes the amount of employment growth that is desired and is planned to be accommodated in the Little Portugal Urban Village. The Village objective of 200,000 square feet is based upon the “jobs first” Envision San Jose 2040 General Plan planned capacity of 270 jobs for the Little Portugal Urban Village. These jobs were translated into commercial square footage through calculations that considered the type of jobs that would likely occur and the typical amount of gross building square footage required by job type. This Plan does not establish specific objectives for the different types of commercial or employment uses, but these uses are generally envisioned to be a mix of retail shops and services, and professional and general offices.

To assist the City with achieving the overall commercial objective with the Little Portugal Urban Village, this Plan translates the 200,000 square feet objective into a commercial Floor Area Ratio (FAR) for each those areas within the Village that allow housing. These areas, which are designated with Urban Village Land Use Designation, are designated Areas B and C on the Land Use Diagram (Figure 1). The commercial FAR objective for Area B and Area C is 0.35, and 0.24, respectively. The FAR’s for Areas B and C are different to reflect the depth of the lots, and therefore the different development potentials for each area.

As discussed under the Urban Village Land Use designation text below, residential development must contribute towards meeting this commercial objective by including a mixed use commercial component, unless the commercial objective for the given Area has been significantly exceeded and a residential only project would not reduce the commercial FAR for the given Area below the objective. Given the historic and anticipated continued demand for housing in San Jose and Silicon Valley, not establishing an objective and a inclusionary commercial requirement for housing development would likely result in housing

development replacing the existing commercial development without adding new commercial uses, therefore precluding the achievement of the jobs/commercial target for the Little Portugal Urban Village Plan.

2. Housing Growth: The overall planned dwelling unit capacity for the Little Portugal Urban Village is 400 dwelling units, which includes the estimated 90 existing dwelling units plus the 310 new planned housing units. This overall residential unit capacity is the maximum residential growth planned for the Little Portugal Urban Village in the Envision San Jose 2040 General Plan. In this Plan, the community recognizes the importance of providing new housing in the Little Portugal Urban Village as a means of creating a more vibrant and active place; however, because the Envision San Jose 2040 General Plan is a jobs focused Plan, it does not establish a residential unit objective, but rather a maximum number of housing units that is planned to be accommodated in this Village.

B. LAND USE DIAGRAM

The land use diagram for the Little Portugal Urban Village is shown in Figure 1. The Little Portugal Urban Village is broken into Areas A, B, and C. As shown in Figure 1, Area A is located on the western end of the Little Portugal Urban Village, directly adjacent to US Highway 101. The majority of the Little Portugal Urban Village is located to the east of Area A and is broken into Area B, north of Alum Rock Avenue, and Area C, south of Alum Rock Avenue. Two Envision General Plan land use designations are applied within the Little Portugal Urban Village, as described below.

Neighborhood/Community Commercial

Density: No established minimum or maximum FAR

Area A is designated with a Neighborhood/Community Commercial land use designation. The Neighborhood/Community Commercial land use designation supports a broad range of commercial uses such as neighborhood-serving retail stores and services, offices and private community gathering facilities, including places of worship. New residential uses are *not* supported by this land use designation; given its proximity to the freeway, Area A is not ideal for residential uses.

The floor area ratio's (FAR) for this Land Use Designation in Little Portugal varies slightly from the prescriptive FAR's established as part of this Land Use Designation in the Envision San Jose 2040 General Plan. While the General Plan limits the FAR of development within

the Neighborhood/Community Commercial designation to an FAR of up to 2.0, this plan does not establish a maximum, or minimum FAR. Development intensities will be limited by limits on the number of stories and by building height “step down” policies established in this Plan.

Urban Village

Density: No established FAR minimum or maximum for commercial development. Commercial FAR minimum for mixed-use development varies by Area. No established minimum or maximum residential unit density.

Areas B and C, which constitute the majority of the Little Portugal Urban Village, are designated with the Urban Village land use designation. The Urban Village designation supports a wide range of commercial uses, including retail sales and services, professional and general offices, and institutional uses. In the Little Portugal Urban Village Plan, this designation also allows residential uses, which are envisioned to be in a mixed-use format. Residential and commercial mixed-use projects can be vertical mixed-use with residential above retail for example, or, where a larger site allows, they can be mixed horizontally, with commercial and residential uses built adjacent to each other, in one integrated development.

As discussed in Planned Growth Capacity and Objectives section of this Plan above, this Plan establishes a commercial FAR objective for the areas designated Urban Village. For Areas B the commercial object is an FAR of 0.35, and for Area C the objective is 0.24. To meet these commercial objectives, new residential development in Area B and Area C is required to provide a minimum FAR of 0.35, and an FAR of 0.24, respectively, for commercial uses. There is however, one exception to these requirements within the Urban Village Land Use designation. This exception could allow a residential project within the Urban Village Land Use Designation to provide a lower commercial FAR or potentially no commercial FAR at all. If the existing amount of commercial development at some point in the future exceeds the FAR objective for a given area, then a residential project could provide less than the required commercial FAR, such that the overall amount of commercial development within the given area would not drop below the FAR objective.

As with the Neighborhood/Community Commercial Land Use Designation in Area A, this Plan does not establish a maximum FAR for commercial or mixed residential/commercial development for properties designated Urban Village, nor does it establish a maximum or minimum number of dwelling units per acre for the residential portion of mixed use projects. The intensity or density of new development will be effectively limited by the maximum

height limits established in this Plan and shown in Figure 1 and by the parking requirements established in the Zoning Code.

This Plan also does not establish minimum FAR's for commercial development; however, the vision for the Little Portugal Urban Village is as an urban and pedestrian-oriented corridor with higher intensity development than currently exists. This Plan establishes a long term objective that properties redeveloped with commercial uses should have a minimum FAR of 2.0, and preferably higher. Commercial projects developed at less than an FAR of 2.0, while permitted, are intended to be interim uses to ultimately be replaced by high intensity commercial/employment uses in the future.

C. LAND USE POLICIES

To achieve the goal of creating a thriving mix of commercial businesses within a pedestrian oriented Urban Village, this Plan contains policies that are designed to encourage the retention and expansion of commercial uses within the Little Portugal Urban Village. This Plan supports ground retail shops and services along Alum Rock Avenue between King Road and US Highway 101, and allows for offices and or housing located above. This Plan anticipates and supports retail uses that are small or mid sized in scale, and which serve the immediately adjacent neighborhoods, as well as the larger surrounding area. Big box or "large format" retail uses are not feasible given the small sizes of parcels along this section of Alum Rock Avenue. Large format retail would also not be appropriate in this pedestrian-oriented Village, given the auto-orientation of these uses.

While this Plan allows "stand-alone" commercial development of relatively low density and supports the continued use of the existing small-scale residential development, higher intensity development built with a floor area ratio (FAR) of 1.25 or greater is encouraged: a building built at an FAR of 1.25 would typically be 3 stories in height.

Since the Little Portugal Urban Village is intended to have a pedestrian focus, this Plan does not support new drive-through or other auto-oriented uses such as auto repair, automobile sales and rentals, or car washes. In addition to detracting from the Village's walking environment, these uses would not support ridership on the planned Bus Rapid Transit project.

While this Plan emphasizes expanding commercial activity in the Little Portugal Urban Village, it also supports high density mixed-use residential development. Residents of new

housing will support local businesses, acting as a catalyst for more economic and commercial development. This Plan does not establish a minimum density for residential mixed-use development, and a commercial development that only included a small number of residential units could be supported. Nevertheless, this Plan encourages development of mixed-use residential projects at higher densities, where they can be designed to be compatible with the surrounding neighborhoods.

Land Use Policy 1: New commercial development is encouraged to be built at Floor Area Ratios of 1.25 or greater.

Land Use Policy 2: The minimum FAR for the commercial portion of a mixed use project should be 0.35 in Area B and 0.24 in Area C.

Land Use Policy 3: A mixed use residential project could provide less than the minimum commercial FAR called for in this Plan, or potentially no commercial FAR at all, if the existing amount of commercial development exceeds the FAR objective within the site's given area as indicated on the Little Portugal Land Use Plan, and such that the overall amount of commercial development within the given area would not drop below the FAR objective.

Land Use Policy 4: Development of ground floor neighborhood-serving uses along Alum Rock Avenue is strongly encouraged.

Land Use Policy 5: Types of uses in a mix and intensity that support ridership on Bus Rapid Transit are strongly encouraged

Land Use Policy 6: Drive-through uses should not be permitted within the Little Portugal Urban Village

Land Use Policy 7: Motor vehicle uses such as auto repair, automobile sale and rental lots, auto parts sales, and car washes are strongly discouraged.

Land Use Policy 8: Mixed-use residential projects are encouraged to build at densities of 55 dwelling units to the acre or greater in locations and with designs that are compatible with the surrounding neighborhoods.

Land Use Policy 9: The combining of parcels along Alum Rock Avenue is encouraged to facilitate new development, especially mixed-uses, at a higher density or intensity, and to provide for the inclusion of public plazas and other private but publicly-accessible open spaces into new development.

URBAN DESIGN

Urban Design Goal: Create an attractive Urban Village that is a catalyst for the economic vitality of the Alum Rock Corridor, creates a vibrant pedestrian environment and contributes towards a strong and positive community identity through high quality and thoughtful design of buildings and public spaces.

The quality of urban design, including both the architecture and materials used in new buildings, as well as, the massing and placement of the buildings in relationship to the street, each other, and the surrounding neighborhood, will play a critical role in making Little Portugal a great place. If successful, the high quality of design in Little Portugal Urban Village will contribute to the positive identity of the area and set it apart from other areas of the City as place to live, shop and work.

This Plan provides urban design policies and actions intended to achieve this Plan's Urban Design goal by encouraging development that is of high quality and lasting design, pedestrian-oriented, and urban in scale, with buildings envisioned to be between three and five stories. At the same time, this Plan includes design parameters to ensure that urban development along the corridor is compatible with and accessible to the surrounding neighborhoods.

A. BUILDING HEIGHT

The surrounding community has expressed support for the redevelopment of the existing, predominately single-story commercial buildings along Alum Rock Avenue with multi-story commercial or mixed-use development. However, the surrounding neighborhood is largely composed of one-story single-family homes, with a few duplexes interspersed. As the area redevelops, it will be critical to ensure that buildings do not overshadow or overwhelm the adjacent homes and that they maintain sufficient rear setbacks adjacent to this lower density residential development. To ensure neighborhood compatibility, this Plan establishes the height limit and "step down" policies for new development along Alum Rock Avenue.

As shown on Figure 1, the height limit for properties on the north side of Alum Rock Avenue is 70 feet. Seventy feet would typically accommodate up to a 5 story office building or a 6 story residential building with ground floor commercial uses. The height limit for properties on the south side of Alum Rock Avenue is 58 feet, which would typically accommodate a four story office building or a five story residential building with ground floor commercial uses. To

allow for variation in roof lines and to accommodate mechanical equipment such as elevator shafts, non-habitable architectural projections, and mechanical and equipment rooms can exceed the 70 foot and 55 height limits by an additional ten feet.

It should be noted that the height limit for the properties designated Neighborhood/Community Commercial on the north side of Alum Rock Avenue is one story higher than the illustrative height range established for this land use designation in the General Plan. The height step down policies, for portions of new development adjacent to the surrounding residential neighborhood, are based upon the existing Main Street Zoning District designed for Alum Rock Avenue.

Building Height Policies

Building Height Policy 1: New development along the north side of Alum Rock Avenue shall not exceed a height limit of 70 feet.

Building Height Policy 2: New development along the south side of Alum Rock Avenue shall not exceed a height limit of 58 feet.

Building Height Policy 3: Non-habitable architectural projections, and mechanical and equipment rooms, and special treatments (e.g., chimneys, weather vanes, cupolas, pediments, etc.) shall be permitted to project above the maximum height limit by 10 feet. Mechanical and building equipment should not be visible from the surrounding streets, and should be set back from the road edge and/or by screened with architectural elements.

Building Height Policy 4: New development adjacent to property with an existing single-family home or with a General Plan land use designation of Residential Neighborhood with a density of 8 dwelling units to the acre or less, shall step down in height to 35 feet within 20 feet of such single-family properties.

Building Height Policy 5: The height limit for any portion of a new development within 20 feet of a property containing an existing duplex on a property zoned for greater than 8 dwelling units to the acre is 45 feet. For portions of a property within 50 feet of duplex or higher density residential properties, building heights can then increase by one vertical foot for every one linear foot of additional setback from the residential property line.

B. ARCHITECTURE

Building architecture, when thoughtfully designed, can have a positive effect in shaping the identity of a district. This Plan intends that new buildings are of a high quality design that enhances the positive sense of place in Little Portugal and contributes to its economic and social vitality. While the policies below provide a great degree of flexibility, the community has expressed a strong preference for buildings built in a Mediterranean architectural style, or other architectural styles that reflect the Portuguese, as well as the Mexican heritage of the area.

Architecture Policies

Architecture Policy 1: Ensure that the design of new development in the Little Portugal Urban Village is of a high standard and contributes to the positive image and vitality of the corridor.

Architecture Policy 2: New development along Alum Rock Avenue is encouraged to be built in a Mediterranean or other architectural styles that reflect the ethnic heritage of the area.

Architecture Policy 3: To create a visually rich and interesting built environment, articulation of building façades and variations in building planes and roof lines are encouraged in new development. New buildings should avoid a monolithic appearance.

Architecture Policy 4: New development should include decorative elements on building facades and entryways, and are encouraged to integrate unique, artisan and artist-designed elements into façades and public spaces.

Architecture Policy 5: New development should use high quality, durable building materials on the façades of buildings, and in publicly visible areas.

Architecture Policy 6: Larger buildings should include changes in plane and roof lines to reflect individual units or tenant spaces so that the large building appears to be several small buildings.

C. STREET FRONTAGE

For a pedestrian on the sidewalk, the most important element of a building is the design of the ground floor. This Plan establishes the following policies to guide the sidewalk level design of new buildings along Alum Rock Avenue to ensure that development contributes to a positive walking experience.

Street Frontage Policies

Street Frontage Policy 1: New development should contribute towards a comfortable and visually engaging pedestrian environment by creating front facades that are pedestrian-oriented and inviting.

Street Frontage Policy 2: At least 70 percent of any building frontage along Alum Rock Avenue should be devoted to windows and entrance areas.

Street Frontage Policy 3: Large blank walls are discouraged along Alum Rock Avenue, 33rd Street and 34th Street, and adjacent to pedestrian paseo and public spaces such as plazas. Where solid walls adjacent to sidewalks are necessary, the walls should include architectural elements, landscaping and/or murals to add visual interest and soften the visual impact.

Street Frontage Policy 4: High visibility from the sidewalk into the interior of retail shops is encouraged through use of transparent openings and windows in building facades.

Street Frontage Policy 5: The installation of awnings and canopies is encouraged in retail areas to create shelter and shade for pedestrians. Bulky awnings that obscure views of building facades are discouraged.

Street Frontage Policy 6: The use of tinted and reflective windows on first floor storefronts is discouraged.

Street Frontage Policy 7: All ground floor commercial space fronting on Alum Rock Avenue, should have a primary building entry along and accessible from the adjacent sidewalk.

D. SETBACKS AND BUILDING PLACEMENT

In addition to the design of a building's facade, the placement of a building on a property can also significantly contribute towards, or detract from the pedestrian environment.

Many of the buildings in Little Portugal, built largely prior to World War II, have been constructed adjacent to the sidewalk, with the main entrance and windows facing the street and sidewalk. Parking, when provided, is located on the side or behind the building. While this Plan envisions significantly more dense development than the one- and two-story commercial buildings that currently exist, new development should replicate the existing pedestrian-oriented setbacks and building placement of many of these older commercial buildings.

Setback Policies

Setback Policy 1: New buildings along Alum Rock Avenue should be built adjacent to the sidewalk, with no or minimal front and side street setbacks for the majority of the front or side building façades.

Setback Policy 2: Greater setbacks along a public right-of-way should be accommodated in order to; (1) provide any additional needed pedestrian walkway/sidewalk to widen the public right-of-way to the desired consistent sidewalk width of 16 feet; (2) provide one or more recessed pedestrian entries; (3) a pedestrian plaza; (4) to accommodate pedestrian ramps; or (5) recessed pedestrian entries at the ground level or residential balconies at the elevation of the second finished floor or above.

Setback Policy 3: Parking lots or structures should be located behind or under buildings, and surface parking should not be located between the sidewalk and the front building façades along Alum Rock Avenue.

Setback Policy 4: Parking areas located at the side of a building, adjacent to Alum Rock Avenue should not occupy more than 30 percent of a given property or project's street frontage along Alum Rock Avenue. For corner properties, parking areas should not be located adjacent to an intersection.

E. GATEWAYS

As a neighborhood with a long Portuguese heritage, Little Portugal is a distinct community in San Jose with a rich history. However, the existence of this community is often not known to many in the City, and presently there are few identifiers along Alum Rock Avenue to inform people that they are traveling through Little Portugal. This Plan recommends a gateway or gateway element at the eastern end of the Village to announce arrival in Little Portugal. This Plan does not propose a gateway on the western end of the Village, adjacent to US Highway

101, because Little Portugal historically straddles both sides of US Highway 101, with its western boundary roughly located at the intersection of East Santa Clara and 24th Street. The community did not want to create a Gateway in the middle of the Little Portugal community, which could convey that the traditional Little Portugal area only included the portion on the east side of US Highway 101.

The purpose of the Gateway is not only to identify the Portuguese heritage of this area, but to provide an Urban Village identifier that announces that one is entering a distinct district within San Jose. The Gateway would not need to include a formal or traditional column-like structure, but instead could include distinctive architectural elements, public art, landscaping, and/or paving treatments. The Gateway could also include signage identifying the Village, consistent with the City's Sign Ordinance, Title 23. As with the streetscape amenities discussed below, it is not anticipated that the City will have funding available for development of the Gateway, so funding will likely need to be secured through grants or private sources. As the adjacent properties redevelop, some gateway elements could potentially be funded by developers and integrated into their proposed development.

Gateway Policies

Gateway Policy 1: Establish a gateway to Little Portugal at the intersection of Alum Rock Avenue and King Road that announces entry to this Village and contributes to the positive identity of the corridor.

Gateway Policy 2: Work with neighborhood residents and surrounding property and business owners to develop a design for the Gateway that is consistent with the community's vision. As part of the design process, consider the inclusion of unique architectural and/or artist-designed gateway elements, landscaping, signage, sculpture and/or decorative columns.

Gateway Policy 3: When new development is proposed on the properties located on the western side of the intersection of Alum Rock Avenue and King Road, work with the property owners to incorporate Gateway elements into projects on these sites.

Gateway Action

Gateway Action: In collaboration with the community, pursue grant and other funding opportunities to support the construction of the Gateway or individual Gateway elements.

STREETSCAPE

Streetscape Goal: Create an attractive pedestrian-friendly street environment that contributes to the positive identity of the Little Portugal Urban Village, encourages walking, bicycling and transit ridership, and acts as a catalyst for private investment and business activity.

The character of the street and sidewalk play an important role in defining the identity of a place and in creating an environment where people feel comfortable walking and frequenting shops and services to meet their daily needs. Establishing an attractive and interesting streetscape in the Little Portugal Urban Village will help create a place where people want to socialize shop and live, and therefore, a place where businesses want to locate and invest. This section identifies improvements and design elements within the public right-of-way that will, in conjunction with new high quality development, promote the success of the Little Portugal Urban Village.

A. STREET TREES

Street trees provide many benefits to an urban corridor. Street trees make an area more attractive, contributing towards the corridor's positive identity, thereby encouraging private investment, increasing the flow of customers to businesses, and potentially increasing property values. Street trees create inviting pedestrian areas that encourage walking by providing shade from the sun and by providing a physical and visual barrier between pedestrians and the automobile activity on the street. In addition, street trees can increase pedestrian safety and reduce traffic noise by causing motorists to perceive a narrower street and slow down. Trees, large canopy trees in particular, produce shade which can reduce building energy costs naturally reducing the need for air conditioning, and trees improve air quality by filtering particulates from the air.

Alum Rock Avenue, between US Highway 101 and King Road, has a consistent row of London Plane trees on both sides of the street that are beginning to mature and provide a wide canopy of shade. These trees should be maintained. When new or replacement trees are planted along Alum Rock, these should also be London Plane trees, or other varieties that are appropriate for a street environment and which can thrive in San Jose's Mediterranean climate. Where space allows, new or replacement trees should grow to provide a large shade canopy over the sidewalk when mature. One potential street tree that could be considered for Alum Rock Avenue is the Cork Oak (*Quercus suber*). The Cork Oak is an

evergreen tree that is native to Portugal, provides a good shade canopy, can thrive in a Mediterranean climate, and could potentially become the signature tree of Little Portugal.

Street Tree Policy

Street Tree Policy: Maintain, and expand where possible, the existing street tree canopy along Alum Rock Avenue.

B. STREETScape AMENITIES

The *BART Station Area Community Concept Plan* identified a number of public amenities recommended to be included in the Little Portugal Urban Village. These improvements include self-cleaning public restrooms, pedestrian scale lighting, drinking fountains, historic placards, street banners, and attractive and numerous trash and recycling receptacles. In addition, attractive landscaping within the “park” strip between the sidewalk and the street curb could beautify the corridor. If designed and executed well, these types of amenities can create an inviting pedestrian environment that could result in more community activity and business patronage along the corridor, which in turn could catalyze more private investment.

Due to City Budget limitations, it is not anticipated that the City will be able to provide or directly fund the development or maintenance of most of the amenities identified by the community through use of its general funds. As discussed in the Implementation Section, this Plan therefore recommends the development of an Implementation Financing Strategy that will establish funding mechanisms to pay for and maintain the streetscape amenities along Alum Rock Avenue. This strategy could include development impact fees, as well as the establishment of a special financing district, established through approval by property and/or business owners. One of the first steps of the development of the Implementation Strategy will be to work with businesses and community members to confirm which amenities identified in the *Concept Plan* should be included in the Strategy.

Another possible tool for developing some of the desired streetscape amenities is the City’s Public Arts Program. If streetscape elements such as street banners, street furniture, pedestrian-scale lighting, historic placards, and the like are designed by artists as unique but functional public art pieces, existing and proposed sources of public art funding could potentially be used for their installation, as discussed in the Public Arts section below.

Streetscape Policies

Streetscape Policy 1: Develop streetscape amenities along Alum Rock Avenue that contribute to the positive image of the corridor, support its businesses and create an attractive and comfortable pedestrian and shopping environment.

Streetscape Policy 2: During the development entitlement process, encourage developers along Alum Rock Avenue to contribute towards or construct streetscape amenities.

Streetscape Policy 3: Include, as part of the Implementation Financing Strategy developed for all four of the Urban Villages in the Five Wounds area, a strategy to pay for and maintain streetscape amenities along the portion of Alum Rock Avenue with the Little Portugal Urban Village.

Streetscape Policy 4: Work with businesses, property owners and the surrounding community on the development of the Implementation Finance Strategy and, as part of this process, refine and prioritize which streetscape amenities should be developed.

C. PUBLIC ART

Public art throughout the Little Portugal Urban Village can play a key role in reinforcing the visual identity of the area, celebrating its diverse cultural history, and providing significant added value to both public infrastructure and private development. Public art could occur as stand alone art pieces; however, public art in Little Portugal is envisioned to be integrated into the streetscape and buildings and to play a functional and not just aesthetic role. Examples of functional public art include street furniture, street or building lighting, paving treatments, bicycle racks, tree guards and grates, and gateway elements such as columns and landscaping. While this Plan does not limit the development of public art pieces to local artists, it does encourage consideration of local artists in the selection process and encourages the development and retention of local talent.

There are some limited funding mechanisms for public art. One, which applies only to public projects on City property, is the “percent for art” program. A “percent for art” is an allocation of one percent of all capital project costs for the design, fabrication and installation of public artworks to enhance the design and add to the character of the community served by the capital improvement. Percent for art funds within the City of San Jose are managed by the Public Art Program/Office of Cultural Affairs in collaboration with stakeholders and capital project managers. Public projects that are developed by outside agencies could also contribute to public art; however, a public arts contribution would have

to be negotiated on a case-by case basis. The City is negotiating with VTA for funding for public art along the East Santa Clara and Alum Rock Avenue corridor as part of the Bus Rapid Transit project.

A potential funding source for public art that should be explored is the establishment of a percentage for art program from new private development projects. The percent for art for private development would be calculated based on estimated building valuation calculated at the time of permit issuance. Such a funding tool could potentially be applied citywide, just to Little Portugal or to all Urban Villages and other growth areas. Regardless of how widely such a funding tool would apply, the funds collected in a given area would need to be spent within that area.

Another potential funding source for public art in the Little Portugal Urban Village, as well as, for other physical improvements and for streetscape maintenance could be the establishment of a special financing district. Such a district would need to be established by a vote of the property owners and/or business owners, depending on the financing mechanism. While the City would need to manage the process to establish a district, the property and/or business owners would need to express interest in initiating the process.

In addition to special financing districts or requirements for private contributions towards public art, developers can be encouraged, through the entitlement process, to integrate unique and/or artist-designed building and site elements into their projects.

Public Art Policies

Public Art Policy 1: Continue to collect the one percent for art from public projects on City-owned property and allocate money collected within or proximate to the Little Portugal Urban Village to public arts projects within this Village.

Public Art Policy 2: Integrate public art and artist-designed streetscape elements, such as street furniture, bicycle racks, tree wells, and pavement treatments, into the streetscape and public right-of-way along Alum Rock Avenue.

Public Art Policy 3: Encourage the integration of unique and artist designed elements into private development. Examples of such elements could include façade treatments, building lighting, awnings, roof accents, pavement treatments etc.

Public Art Actions

Public Art Action 1: Explore establishment of a public art fee on new private development in the Little Portugal Urban Village to fund the development of public art in this area and consider establishing this funding mechanism as a pilot project that could be expanded to other Urban Villages and growth areas identified in the Envision San Jose 2040 General Plan.

Public Art Action 2: Continue to negotiate with VTA for monies as part of the Bus Rapid Transit project to develop public art along Alum Rock Avenue.

PEDESTRIAN CIRCULATION

A key goal of the Envision San Jose 2040 General Plan and this Village Plan, is to create an urban fabric where walking is a convenient way to get from one place to another, and where the built environment is refocused from the automobile towards the pedestrian or cyclist. Little Portugal should be a place where people are encouraged and feel comfortable walking within the Village, and where surrounding community members are encouraged to walk from their homes to the Village. This section focuses on the pedestrian infrastructure needed to create a successful walkable Urban Village.

This Plan does not address automobile circulation because automobile circulation improvements were not identified as part of the CommUniverCity planning process, and some minor automobile circulation modifications along Alum Rock Avenue have been planned as part of the Alum Rock Bus Rapid Transit (BRT) project. This Plan also does not suggest additional bicycle circulation improvements within the Village corridor largely because there is not sufficient right-of-way along Alum Rock Avenue to accommodate enhanced bicycle facilities, particularly with the planned BRT project. Consideration for enhancing bicycle routes on parallel streets should be given.

A. SIDEWALKS

The existing sidewalks along Alum Rock Avenue, between the Highway 101 interchange and 34th Street, are generally 16 feet wide, with some portions as wide as 17.5 feet (measured from the inside edge of the curb inward and includes street tree wells). Due to a past street widening project, the sidewalks along Alum Rock Avenue between 34th Street and King Road, are much narrower, ranging between 7.5 to 9 feet in width. To maintain the existing wide sidewalks, or to expand the existing narrow sidewalks to 16 feet or greater in width, new development on Alum Rock Avenue should be set back from the property line to provide the additional needed pedestrian walk way. Setback areas should be paved to match the sidewalk in the public right-of-way to give the appearance of a broad sidewalk. Where the existing sidewalk along one side of a block is generally greater than 16 feet, new development should be set back to match the existing prevailing sidewalk width.

As on Alum Rock Avenue, wide sidewalks should be maintained, or established where necessary, along portions of 33rd and 34th Streets, and King Road that are within the Urban Village. The desired minimum combined sidewalk and “park” strip width on these street segments is 12 feet, narrower than the minimum width on Alum Rock Avenue, given that the

level of pedestrian traffic is anticipated to be less. The existing sidewalk width on these side streets is currently between 8 and 16 feet measured from the curb inward and including the “park” strip area. In locations where sidewalks will need to be widened, new development on adjacent properties would need to be set back from the street, with the setback area paved to match the sidewalk in the public right-of-way.

Sidewalk Policies

Sidewalk Policy 1: Establish and/or maintain minimum 16-foot wide sidewalks along Alum Rock Avenue as private properties redevelop.

Sidewalk Policy 2: As private properties redevelop, establish and/or maintain minimum 12-foot wide sidewalks on the portions of 33rd Street and 34th Street, and King Road that are within the Urban Village boundary and intersect with Alum Rock Avenue.

B. NEW AND EXISTING PEDESTRIAN CONNECTIONS

To facilitate and encourage walking from the surrounding neighborhoods to the shops and services, restaurants, offices, and transit stops within the Urban Village, direct and convenient walking paths should be established between the Village and these neighborhoods. Unlike much of suburban San Jose which was built for the car, the two neighborhoods on either side of Alum Rock have been built on a traditional street grid pattern and therefore have relatively good walking access to Little Portugal. There is, however, an opportunity to improve this pedestrian access in one particular instance and a need to preserve and enhance an existing pedestrian-only connection in another.

A new pedestrian connection opportunity is to connect the end of Eastwood Court with Alum Rock Avenue with a pedestrian-only paseo. Presently, Eastwood Court results in a dead end into the back of a property fronting on Alum Rock Avenue that contains a two-story, 10-unit apartment building. While the location of the existing apartment building does not preclude providing a pedestrian connection through to Eastwood Court, the opportunity for a more formal pedestrian paseo will likely occur with the redevelopment of this property together with the adjacent properties. The paseo is envisioned as an active space framed by multi-story buildings on either side, with ground floor retail shops and restaurants and outdoor seating along the majority of its length. As discussed below, this paseo, if large enough, could include or be integrated into a public or private but publicly-accessible plaza.

An existing pedestrian connection that should be retained and enhanced connects the cul-de-sac at the end of North 31st Street with Alum Rock Avenue. This connection consists of a sidewalk adjacent to the northbound US Highway 101 on-ramp and is presently owned by the City as a public right-of-way. With the future redevelopment of the property adjacent to the east, this connection should be enhanced. New development could help create a safer space by including windows onto the sidewalk area that create “eyes on the street”, as well as lighting to improve visibility. To create a more attractive and inviting space, new development should plant landscaping and canopy trees parallel to the sidewalk.

The pedestrian connection to Alum Rock Avenue from South 31st also should be maintained and enhanced. Because there is a short segment of sidewalk just south of Alum Rock Avenue that is currently missing, the sidewalk on South 31st Street jogs from the eastside of the street to the west side of the street.. The area that contains the missing sidewalk segment is fenced off and used by an adjacent private property in one location, and in the other is used for parking and circulation for the adjacent commercial development at the corner of Alum Rock Avenue and 31st Avenue. The City should construct this missing segment of sidewalk as opportunities arise, requiring dedication or an easement for a sidewalk when the properties redevelop or make significant site improvements requiring a planning permit.

Pedestrian Connection Policies

Pedestrian Connection Policy 1: As the surrounding properties redevelop, maintain and enhance the existing pedestrian connection between Alum Rock Avenue and the end of North and South 31st Streets.

Pedestrian Connection Policy 2: New development adjacent to the existing pedestrian connections to Alum Rock Avenue at the end of North and South 31st Streets should be designed to provide good visibility between adjacent uses and the corridors to create a safe and inviting public space.

Pedestrian Connection Policy 3: With the redevelopment of surrounding properties establish a new pedestrian paseo between the end of Eastwood Court and Alum Rock Avenue.

Pedestrian Connection Policy 4: A new paseo connection between the south end of Eastwood Court and Alum Rock Avenue should be designed as an active and inviting space with building entrances and windows addressing the paseo and with opportunities for outdoor seating areas.

C. PEDESTRIAN ENHANCEMENTS

Prior to the start of the final design of the Bus Rapid Transit (BRT) project, the community identified a number of pedestrian enhancements along Alum Rock Avenue, including the need for enhanced crosswalks, pedestrian refuge areas at crossings, as well as sidewalk bulb-outs, or curb extensions at intersections that shorten intersection crossings for pedestrians. Each one of these enhancements is discussed below.

1. CORNER CURB BULB-OUTS

Given the geometry of the roadway, the width of Alum Rock Avenue, and the planned BRT project, bulbouts for crossings on Alum Rock Avenue are not feasible. Bulb-outs for crossings on 33rd Street, 34th Street and King Road are also not currently part of the BRT project; however bulb-outs in these locations are an improvement that could be explored in the future and would make the east- west pedestrian experience more comfortable. If installed, drought tolerant landscaping and art elements within bulb-outs are preferred over hardscape. Landscaping would need to be low in height so as to not interfere with the line of sight for approaching motorists. A maintenance program would also need to be established before landscaping could be installed, and such a program would likely need to be financed by surrounding businesses and property owners through the establishment of a business assessment district and/or another private funding source.

Corner Bulb-Out Policy

Corner Bulb-Out Policy: Pursue opportunities, when they arise, for the installation of curb bulb-outs in locations that are feasible and do not interfere with the operation of the Bus Rapid Transit System.

2. CROSSWALKS

The BRT project is planned to include enhanced crosswalks along Alum Rock Avenue at controlled (i.e., signalized) intersections; however, the exact location and design of these crosswalks are still to be determined at the time of the drafting this Plan. In the BART Station Area Community Concept Plan, the community recommended that the existing crosswalks along Alum Rock be enhanced to be wider and more visible to motorists. Enhanced sidewalks could consist of attractive stamped concrete that is colored differently from the surrounding pavement. Such a treatment would effectively communicate to motorists the presence of a crosswalk and the potential for pedestrians. Another possible treatment is the installation of uniquely designed inlaid thermo-plastic material that is imprinted into the street asphalt. This treatment is relatively affordable and often has more permanence than the standard painted crosswalks which can fade quickly with heavy traffic. The City's Department of Transportation will work with the VTA's BRT project team to select the best treatment for crosswalks that will achieve the visibility desired by the community, but have low maintenance costs.

Crosswalk Action

Crosswalk Action: Install wide and highly-visible crosswalks across and along Alum Rock Avenue to contribute to an attractive streetscape and a comfortable walking environment.

3. PEDESTRIAN REFUGE AREAS AND ROADWAY MEDIANS

As part of the Bart Station Area Community Planning process, the community recommended that pedestrian refuge areas be located in the middle of Alum Rock Avenue at its intersections with the US Highway 101 on and off ramps, 33rd Street, 34th Street, and King Road. In addition, the community also recommended that a landscaped median be installed along the length of Alum Rock Avenue from King Road to US Highway 101. Due to right-of-way constraints on Alum Rock Avenue through the Little Portugal Urban Village, there is insufficient room to accommodate the BRT project and pedestrian refuge areas or a center median island. The installation of medians or pedestrian refuge areas is not recommended and is not planned as part of the BRT project.

The community identified as a priority, the installation of pedestrian refuge islands and a landscaped median on King Road at its intersection with Alum Rock Avenue. King Road presently has a narrow median island on both the north and south legs of the intersection. The medians are not landscaped and do not extend to the crosswalks. In order to install a wider landscaped island and pedestrian refuge islands at this location, additional public right-of-way would need to be acquired. Both improvements could be explored in the future, as funding opportunities are identified.

Pedestrian Refuge Areas and Roadway Medians Action

Pedestrian Refuge Areas and Roadway Medians Action: As funding opportunities are identified, explore the installation of a pedestrian refuge and landscaped median in the center of King Road at the intersection with Alum Rock Avenue, and then install if feasible and as funding is secured.

PARKING

Parking Goal: Effectively manage the supply and demand for parking to ensure a sufficient amount of parking to meet the needs of businesses and residents, while ensuring that an oversupply of parking is not created which would detract from the pedestrian environment, the development potential of the corridor, and the overall vitality of the Little Portugal Urban Village.

Providing sufficient parking for customers and residents will be essential to the creation and continued success of a vibrant Urban Village, particularly one surrounded by largely suburban development. While it is anticipated that a significant number of people will walk, ride bicycles or take transit to the Little Portugal Urban Village in the future, many will also want to access the Village some or most of the time by automobile. In addition, many new residents will still own a car. Nevertheless, the goal is to create a pedestrian-friendly and more urban environment in the Village. On Alum Rock Avenue, the provision of large quantities of off-street parking, particularly in highly visible areas, will detract from the type of urban and walkable environment that this Plan and the community intend to achieve. The goal of this Plan is to effectively balance the demand for parking with the supply provided by new development and on public streets.

Accommodating the parking of automobiles consumes a significant amount of land, land that could be used for new development, landscaping and open space, and pedestrian circulation areas. For example, a typical modern suburban development in San Jose often has more than three times as much land dedicated for off-street surface parking than is occupied by the commercial building the parking is intended to serve. Parking space demands can, if not effectively managed and designed, detract from the goal of creating a walkable and vibrant Urban Village. Requiring suburban amounts of parking would also make it infeasible to redevelop most of the properties in the Little Portugal Urban Village with more urban and pedestrian-oriented development, given that these properties are typically small, and even if combined with adjacent properties, could not accommodate both significant new development and suburban levels of parking to serve that new development.

The parking policies included in this Plan are intended to reduce the amount of land dedicated to parking and thereby increase the amount of land available for other more active uses. At the same time, this Plan includes strategies to more efficiently manage both the off-street and on-street parking supply to ensure that the demand for parking by customers, residents and employees is appropriately met.

One potential strategy to better manage the existing parking supply is to install parking meters. Parking meters, if priced correctly, can ensure that a portion of the on-street parking supply is always available for customers. To ensure that that customers are not parking in the adjacent neighborhoods or are discouraged from shopping in the Little Portugal Urban Village, the cost of parking should be set at a low price; however this price must also be set high enough to ensure that at least a small number of on-street spaces are always available, by discouraging motorists from using on-street spaces for long periods of time. With the establishment of parking meters, the City and business owners within the Village should consider the establishment of a Parking Improvement District, which would set aside parking meter revenues for maintenance of the streetscape and/or the installation of streetscape amenities such as the ones discussed in the Streetscape section above.

To more effectively manage the supply of private off-street parking, this Plan encourages the sharing of parking between uses within a single development and between different uses on separate properties, through parking agreements amongst the private property owners. Different uses often have different peaks in their parking demand. For example, office uses typically need most parking from 8 to 5 pm during the weekday, and restaurants often need more customer parking on week nights after 6 pm and on weekends. By encouraging these two different uses to share available parking, and not build dedicated spaces reserved exclusively for each use, the overall cost of development is reduced and more land can be dedicated to active, often revenue-generating uses.

This Plan does not recommend the development of a City-funded off-street parking lot or structure as a means to provide a shared parking area for private development. Constructing such a facility is not anticipated to be feasible given the high cost of parking development, the difficult finances of the City and the State's elimination of San Jose's Redevelopment Agency. While a special financing district could potentially provide some funds toward a public off-street parking facility, such a district would not likely generate enough money to actually construct one, given the small size of the Village and the limited number of properties and/or businesses that could potentially contribute.

Parking Policies

Parking Policy 1: Encourage new residential and non-residential development to provide no more than the minimum number of parking spaces required by the Zoning code.

Parking Policy 2: Encourage new residential and commercial development to “unbundle” or separate the sale or lease price of parking spaces from the sale or lease price of the residential unit or commercial tenant space.

Parking Policy 3: Encourage the sharing of parking between uses that have different peaks in parking demand within the same development and between developments.

Parking Policy 4: As part of the entitlement process, ensure that new development provides off-street bicycle parking spaces as required by the City’s Zoning code and that they are located conveniently to shoppers and other patrons..

Parking Policy 5: Support the use of car elevators in new development, valet parking, car sharing programs, and other creative techniques to reduce the amount of space dedicated to parking.

Parking Actions

Parking Action 1: Rezone the Little Portugal Urban Village with a Main Street Zoning District which includes reduced parking requirements for residential and commercial uses.

Parking Action 2: After significant new development occurs along the corridor, work with residents, and property and business owners to explore installing parking meters along Alum Rock Avenue, as well as along the portions of the cross streets within the Urban Village boundary.

Parking Action 3: With the installation of parking meters in the Little Portugal Urban Village, work with property and business owners to explore establishment of a Parking Improvement District and identify ways to manage and spend parking revenue within the District.

Parking Action 4: As funding opportunities arise, proactively install bicycle parking in the public right-of-way in front of existing development

TRAILS AND URBAN PLAZAS

Trails and Urban Plazas Goal: Maintain, enhance and expand the opportunities for community recreation and interaction for both existing and future community members of Little Portugal.

Within the Little Portugal Urban Village, as well as the neighborhood surrounding it, there is very little opportunity for a new park of at least one acre. The Village and the surrounding area consist of relatively small commercial and single-family properties of which none are vacant and few are underutilized. Because of this lack of an appropriate site, and because this Plan envisions a relatively dense urban village, the need for future parks space cannot be met through the development of traditional larger parks that often include sports fields. Instead, this Plan focuses on the development of new publicly-accessible, but privately-owned and maintained plazas that are integrated into new urban development. These urban plazas would not provide the typical range of recreational opportunities found in the City's parks, but instead will be publicly-accessible areas framed by commercial and mixed-use development that provide opportunities for community celebrations and gatherings, informal interaction by neighbors, and events such as farmers' markets.

This Plan also supports the development of the Five Wounds Rail-Trail as a regional transportation and recreation corridor that would serve the Little Portugal community. Both privately-funded plazas and the Five Wounds Trails can be opportunities to celebrate community identity and history through artist or artisan-designed elements

A. URBAN PLAZAS

Opportunities for the development of new urban plazas will occur as properties along Alum Rock Avenue redevelop with higher intensity uses. Urban plazas should be designed to provide visually engaging gathering spaces for community members to socialize informally, as well as space for neighborhood events. These spaces could also be used for commercial activity including outdoor seating for restaurants and cafes, and spaces for food carts and small farmers' markets. The spaces should be framed by business uses that could potentially expand seasonally onto the plaza and serve as "eyes" on the space to ensure a more secure operation. While larger plazas of 15,000 to 20,000 square feet are desired and would provide the most flexibility in use, the small size of existing parcels along Alum Rock Avenue will likely result in plazas that are significantly smaller. Nevertheless, the minimum size of private but publicly-accessible plazas should be 2000 square feet. Two thousand square feet

would provide sufficient space for street furniture, trees and landscaping, public art and small community gatherings or events.

Outside of Downtown and Santana Row, few urban plazas have been successfully developed in San Jose. Because of capital, operational and maintenance constraints, the City is not likely to finance construction of plazas within the Little Portugal and other Urban Villages. Urban plazas would need to be developed and maintained by private developers. The City and the community will need to work with private developers, as projects are proposed, to facilitate the development of public plazas, including any public art requirement. The City's Parkland Dedication Ordinance (PDO) requires that new residential or mixed-use residential commercial development either dedicates land for public parks, pay a fee in lieu of dedication, construct new park facilities, or provide a combination of these. The total funding obligation is based on the number of residential units built. The PDO ordinance allows residential or residential mixed-use developments to receive up to a 50% credit toward meeting the park funding obligation by providing private, but publicly-accessible plazas. It must be noted that currently plazas or portions of plazas that are counted towards meeting a development's park obligation cannot be used for or include commercial uses.

While this Plan supports locating publicly-accessible plazas in any location along Alum Rock Avenue, the community's preference is for a plaza at the northwest corner of Alum Rock Avenue and King Road, kitty-corner from the Mexican Heritage Plaza. A plaza at this location could also contribute towards a Gateway to Little Portugal and, having good visibility at the intersection of two major roadways, could contribute towards the area's strong, positive and unique identity. The heavy volumes of automobile traffic on the two adjacent major arterials will, however, present a challenge in designing a community space that will be inviting and usable by pedestrians, including mitigation of the noise from passing traffic.

As discussed in the Pedestrian Circulation section, this Plan recommends that as part of the redevelopment of the properties located between the end of Eastwood Court and Alum Rock Avenue, a pedestrian paseo should be developed to provide a direct connection between Alum Rock Avenue and the neighborhood on Eastwood Court. The Alum Rock entryway to such a paseo could provide another opportunity for an urban plaza, with adjacent cafes and restaurants with outdoor seating, and retail stores lining the plaza and the paseo.

Urban Plaza Policy

Urban Plaza Policy: To provide a space for community members to casually interact with each other and also space for community activities, integrate publicly-accessible but privately-owned and maintained plazas into new development along Alum Rock Avenue.

Urban Plaza Action

Urban Plaza Action: Explore policy or ordinance changes that would facilitate the development and maintenance of privately-owned plazas within Urban Villages and other growth areas throughout the City.

B. FIVE WOUNDS TRAIL

The former Western Pacific Railroad's San Jose spur line bisects the Five Wounds/Brookwood Terrace Strong Neighborhoods Initiative Area, providing potential bicycle and pedestrian connections from Five Wounds/Brookwood Terrace community to the planned Berryessa BART Station at the San Jose Flea Market site north of US Highway 101, the planned Alum Rock BART station and Kelley Park to the south. In addition, the trail will provide connections to the planned Lower Silver Creek Trail, the planned Three Creeks Trail (also on the former Western Pacific right-of way) and an expanded Coyote Creek Trail. This interconnected trail system would be a component of the City's planned 100-mile trail network and serve recreational and commute needs beyond those of Little Portugal and surrounding communities.

Completion of the Five Wounds Trail is a priority for the community, and design concepts for the Trail were developed in the BART Station Area Community Concept Plan. While the Five Wounds Trail is located across US Highway 101 and is not immediately adjacent to the Little Portugal Urban Village, the trail is intended to be a regional trail facility that would provide recreational opportunities and an improved bicycle transportation corridor for people living and working within and adjacent to this Village.

Only a portion of the anticipated PDO fees generated from new residential and mixed-use development can be allocated to private plazas, so there remains a question as to where to allocate the balance of the PDO fees collected in the Little Portugal Urban Village. This Plan recommends consideration of a reserve fund where PDO monies collected could be earmarked for the future development of the Five Wounds Rail Trail. Upon evaluation of priority park projects as park fees are collected within the vicinity of the Little Portugal

Urban Village, the Director of Parks, Recreation and Neighborhood Services could recommend establishment of a Five Wounds Trail reserve within the Parks Trust Fund with the intent to develop the Five Wounds Trail.

It must be noted that the Five Wounds Trail is presently listed as an unfunded second- level priority in the City's 2009 Council Adopted Greenprint for Parks, Recreation Facilities and Trails. The trail is a second level priority in part because of the significant funding and land purchase requirements for the project and the anticipation that it will take many years to complete the project.

Trail Policies

Trail Policy 1: Continue to pursue opportunities with VTA and the County to fund and develop the Five Wounds Trail from the planned Berryessa BART station to Kelley Park, building the trail in phases if needed.

Trail Policy 2: Consider establishing a Five Wounds Trail reserve within the Parks Trust Fund in which PDO monies from development occurring in the Little Portugal Urban Village could be set aside for the development of the Five Wounds Rail-Trail.

Trail Policy 3: In the development of the Rail-Trail, consider and incorporate, where feasible, the concepts and design recommendations of the Five Wounds/Brookwood Terrace BART Station Area Community Concept Plan.

IMPLEMENTATION

A. IMPLEMENTATION STRATEGIES

The Little Portugal Urban Village Plan is in first Horizon of the Envision San Jose 2040 General Plan. These Horizons are intended to phase the amount and location of housing development that gets built in the City of San Jose; these Horizons do not phase jobs development, and jobs development can move forward in any of the Urban Villages at any time. With City Council approval of this Urban Village Plan, mixed-use residential development can move forward in this Village consistent with the goals and policies of both the Little Portugal Urban Village Plan and The Envision San Jose 2040 General Plan.

The Little Portugal Urban Village Plan will largely be implemented as the individual private properties along Alum Rock Corridor redevelop. The City does not redevelop properties, but the City can and should take proactive steps to encourage development in the corridor. One key step will be to rezone the corridor with the Main Street Zoning District that was developed for Alum Rock Avenue between King Road and Interstate 680 or other districts that are consistent with and further the goals of this Plan. Rezoning the properties in the Little Portugal Urban Village would clear away a major entitlement hurdle for future developers. The present Commercial General Zoning district that is applied to most of Little Portugal precludes the construction of more urban pedestrian-oriented development, requiring 25-foot front setbacks. For most properties to develop consistent with the policies of this Plan, a developer would currently need to rezone a given property to a Main Street or similar urban zoning district before proceeding with other development permits.

With the end of the Redevelopment Agency program in California and San Jose, the City does not have the same level of eminent domain authority to proactively assemble private properties for redevelopment. Nevertheless, there are other steps the City can take to facilitate development in addition to rezoning within the corridor. For example, the City can proactively seek potential developers and inform them of the development opportunities within the Little Portugal Urban Village, a kind of marketing. The City can also meet with existing property owners to discuss the potential for redevelopment on their properties and then connect property owners with potential interested developers.

A major challenge to successfully achieving the vision for the Little Portugal Urban Village will be funding the public improvements identified in this Plan. The San Jose Redevelopment Agency was in the past, and could have been a significant source of funding, but the Agency was eliminated, together with all redevelopment agencies in California, by the State. The

City of San Jose is also anticipated to have limited resources for public improvements, and maintenance of those improvements, in the future. To address this funding challenge, this Plan recommends the development of an Urban Village Implementation Finance Strategy that will establish financing mechanisms to fund the identified public improvements. This Strategy would not be developed solely for the 24th and William Street Urban Village but would be developed as one strategy for all four of the Five Wounds area Urban Villages: Roosevelt, Little Portugal, Five Wounds, and 24th and William Street Villages. In addition to funding capital improvements, this Strategy will also need to include mechanisms to fund the on-going maintenance of these improvements.

Because it is anticipated that there will continue to be strong interest in building new housing in San Jose and in the Five Wounds area, this Plan recommends that the Urban Village Implementation Finance Strategy establish funding mechanics that would require new housing development to contribute towards the implementation of the Urban Village Plans and identified improvements above and beyond the City's normal requirements. With an ultimate planned housing capacity of 2,022 units, the four Urban Village Plans within the Five Wounds area could be a significant source of revenue that could contribute to the development of identified improvements along Alum Rock Avenues, as well as the Five Wounds Trail, which would be an amenity for the Little Portugal Urban Village. Potential funding mechanisms that should be explored as part of the development of this strategy include Development Impact Fees, Improvement Districts, Infrastructure Financing Districts, Community Facilities Districts, and Development Agreements. Ultimately the Implementation Finance Strategy could include a combination of these funding mechanisms and not just one.

Because the Little Portugal Urban Village is the first growth Horizon, new housing development can be supported in this Village with the Council approval of this Plan. Because an Implementation Finance Strategy will occur as a subsequent step, mixed-use residential development could be proposed prior to the completion of the Strategy. If this were to occur, the City should obtain an agreement with the developer (i.e. a Development Agreement) that would determine how the proposed development would contribute towards the implementation of the improvements identified in the Little Portugal Urban Village Plan.

Implementation Actions

Implementation Action 1: If, by January 1, 2017, the Federal Transit Administration has not approved a full funding grant agreement for the construction of "Phase II" of the Silicon Valley Rapid Transit (BART) extension that includes a station within the Five Wounds Urban Village Plan area, the City Manager shall place all four of the Five Wounds Area Village Plans on the Council agenda to re-examine the feasibility of development according to the plans.

Implementation Action 2: Develop an Urban Village Implementation Finance Strategy that will establish financing mechanisms to fund the implementation of the 24th and William Street, Little Portugal, Roosevelt and Five Wounds Urban Village Plans.

Implementation Action 3: Housing shall not be approved prior to the City Council approval of an Urban Village Implementation Finance Strategy for the entire plan area.

Implementation Action 4: Rezone properties within the Little Portugal Urban Village consistent with the goals and polices of this plan. City initiated rezonings that would allow residential uses should not occur until after completion and adoption of the Implementation Finance Strategy.

Implementation Action 5: Actively market the Little Portugal Urban Village to potential developers of urban commercial and mixed-use development

Implementation Action 6: Meet with property owners to inform them about the Urban Village Plan and how they could benefit from the Plan, and then connect them with potential developers.