

ROOSEVELT PARK

URBAN VILLAGE PLAN



Approved by the City Council on November 19, 2013

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INTRODUCTION

The Roosevelt Park Urban Village Plan, together with the Little Portugal, Five Wounds, and 24th & William 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 Envision San Jose 2040 General Plan. As a City Council approved policy document for the future growth of the Roosevelt Park Urban Village, this Plan establishes a framework for the transition of the Roosevelt Park Urban Village into a vibrant mixed-use and pedestrian-oriented district that complements and supports the planned Bus Rapid Transit System (BRT) along East Santa Clara Street and creates a safe environment for all modes of travel, a healthy mix of uses, and public gathering places... a great place to live, work, and play. This Plan includes goals, objectives and policies designed to shape both future public and private development.

BACKGROUND AND PLANNING PROCESS

The planning process for the Roosevelt Park 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 Roosevelt Park Urban Village, as well as, the Little Portugal, Five Wounds, and 24th & William Street Urban Villages. For Roosevelt Park Urban Village area, 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 Roosevelt Park 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 Roosevelt Park 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 Roosevelt Park and the aforementioned 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 Roosevelt Park 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 future growth within this Urban Village.

The Planning Process for the Roosevelt Park Urban Village Plan was combined with the Planning process for the Five Wounds, Little Portugal, and 24th & William 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 Roosevelt Park Urban Village by developing a mix of uses along East Santa Clara Street 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, East Santa Clara Street, between the Coyote Creek and US Highway 101, consists of the Roosevelt Community Center and Park and one- and two-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 greenhouse gas emissions and energy consumption.

A. PLANNED GROWTH CAPACITY AND OBJECTIVES

This Plan establishes a commercial/employment square footage objective and residential unit planned capacity for the overall Village, as well as for each of the identified Areas within the Village. The commercial objectives and residential capacities indicated are totals, consisting of the existing number of residential units and commercial square footage, plus the new development in units or square footage.

1. EMPLOYMENT GROWTH

Area A is not anticipated for any additional commercial/employment uses as the Area encompasses only the Roosevelt Community Center and Park and the San Jose Water Works facility. For the remaining Areas, the overall objective for the whole Village is to develop a total

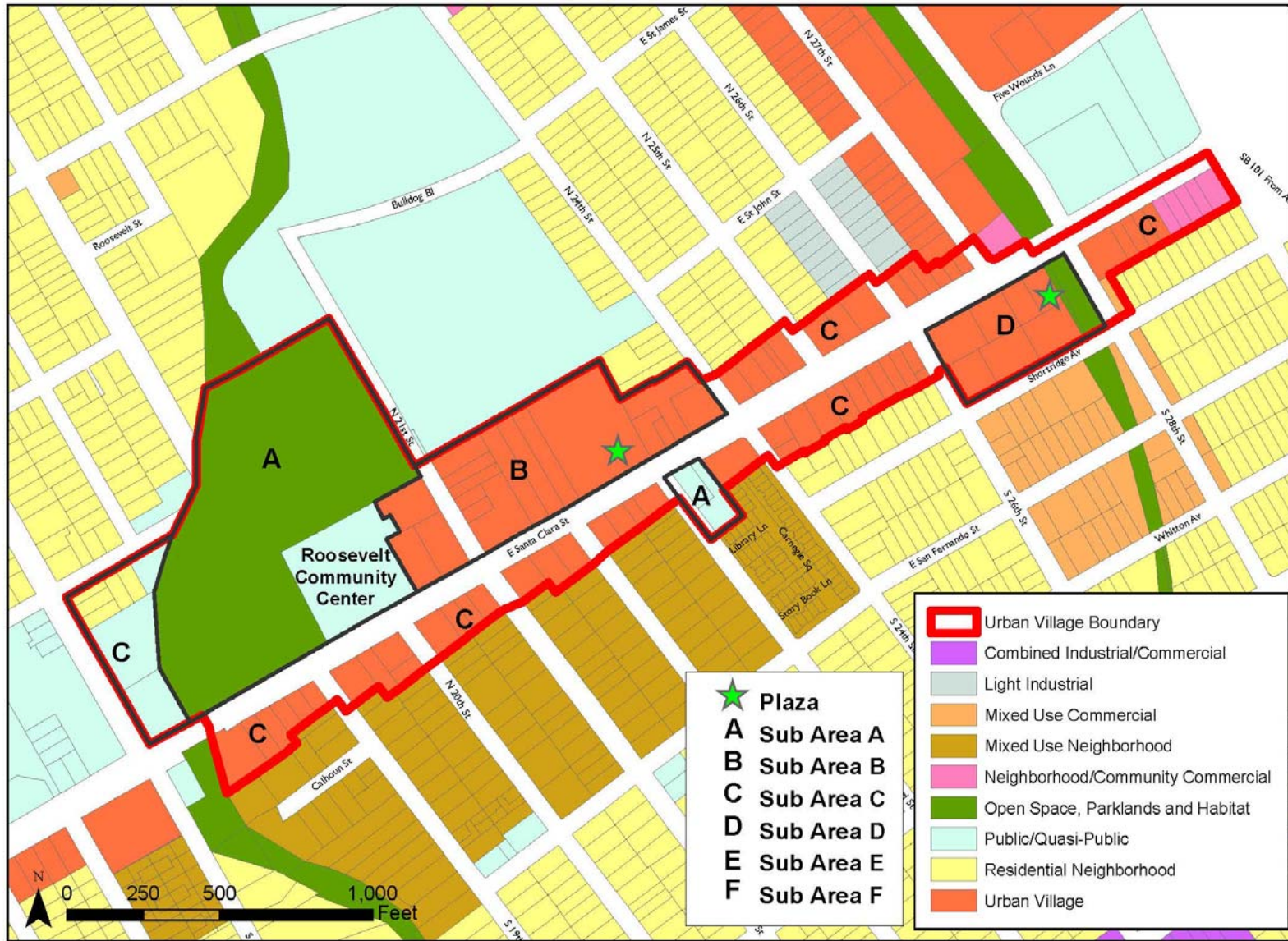
of 526,000 square feet of commercial/employment space, which equates to the existing job square footage plus new planned jobs square footage.

The commercial square footage objective establishes the amount of employment growth that is desired and is planned to be accommodated in the Roosevelt Park Urban Village. The Village objective of 526,000 square feet is based upon the “jobs first” Envision San Jose 2040 General Plan planned capacity of 605 jobs for the Roosevelt Park 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.

2. HOUSING GROWTH

The planned dwelling unit capacity for the residential portion of mixed-use developments is 650 units for all Areas, except Area A. This overall residential unit capacity is the maximum residential growth planned for the Roosevelt Park Urban Village in the Envision San Jose 2040 General Plan. In this Plan, the community recognizes the importance of providing new housing in the Roosevelt Park 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.

Figure 1
Roosevelt Park Village Land Use Plan



B. LAND USE DESIGNATIONS

To focus future land uses, the Roosevelt Park Urban Village is broken into four (4) Areas, Areas A, B, C, and D. As shown on the *Roosevelt Park Village Land Use Plan*, Area A includes the only three (3) Public/Quasi-Public uses within the Roosevelt Park Urban Village, the Roosevelt Community Center and Park, San Jose Water Works, and the East San Jose Carnegie Branch Library. Therefore, a majority of the Roosevelt Park Urban Village is located in Area C. Located on both the north and south sides of East Santa Clara Street, Area C is comprised mostly of commercial properties that are small and shallow in depth, and five (5) single-family residences. Areas B and D are comprised of those properties that are comparatively larger and with a greater depth. Four (4) Envision San Jose 2040 General Plan land use designations are applied within the Roosevelt Park Urban Village, as described below. These land use designations must be used in conjunction with the goals and policies of this Urban Village Plan.

Public/Quasi-Public

Density: FAR N/A

A majority of Area A is designated with the Public/Quasi-Public land use designation which is applied to the properties of the existing Roosevelt Community Center and Park, San Jose Water Works, and the East San Jose Carnegie Branch Library.

The Public/Quasi-Public category is used to designate public land uses, including schools, colleges, corporation yards, homeless shelters, libraries, fire stations, water treatment facilities, convention centers and auditoriums, museums, governmental offices and airports. Joint development projects which include public and private participation - such as a jointly administered public/private research institute or an integrated convention center/hotel/restaurant complex - are allowed. Private community gathering facilities, including those used for religious assembly or other comparable assembly activity, are also appropriate on lands with this designation. The appropriate intensity of development can vary considerably depending on potential impacts on surrounding uses and the particular Public/Quasi-Public use developed on the site.

Open Space, Parklands and Habitat

Density: FAR N/A

Area A is also designated with the Open Space, Parklands and Habitat land use designation which is applied to Roosevelt Park.

The Open Space, Parklands and Habitat category is used to designate lands that can be publicly- or privately-owned that are intended for low intensity uses. Lands in this designation are typically devoted to open space, parks, recreation areas, trails, habitat buffers, nature

preserves and other permanent open space areas. This designation is applied within the Urban Growth Boundary to lands that are owned by non-profits or public agencies that intend their permanent use as open space, including lands adjacent to various creeks throughout the City.

New development on lands within this designation should be limited to minimize potential environmental and visual impacts and, for properties located outside of the Greenline / Urban Growth Boundary, should avoid use of non-native, irrigated vegetation or development of new structures that would alter the environmental and visual quality of native habitat areas.

Development of public facilities such as restrooms, playgrounds, educational/visitors' centers, or parking areas can be an inherent part of City or County park properties and are appropriate for Open Space, Parklands and Habitat properties both within and outside of the Greenline / Urban Growth Boundary, but in the latter case should be sensitively located so as to minimize potential environmental and visual impacts. Within the Greenline / Urban Growth Boundary, community centers, public golf courses, and other amenities open to the public would also be allowed within publicly-owned properties in this designation.

Residential Neighborhood

Density: Typically 8 DU/AC (Match existing Neighborhood Character); FAR up to 0.7 (1 to 2.5 stories)

The Residential Neighborhood land use designation is applied to the five (5) existing single-family detached residences that are located along the south side of East St. John Street east of North 17th Street.

This designation is applied to encompass the only single-family residential neighborhood within the Village area. The intent of this designation is to preserve the existing character of these neighborhoods and to strictly limit new development to infill projects which closely conform to the prevailing existing neighborhood character as defined by density, lot size and shape, massing and neighborhood form and pattern. New infill development should improve and/or enhance existing neighborhood conditions by completing the existing neighborhood pattern and bringing infill properties into general conformance with the quality and character of the surrounding neighborhood. New infill development should be integrated into the existing neighborhood pattern, continuing and, where applicable, extending or completing the existing street network. The average lot size, orientation, and form of new structures for any new infill development must therefore generally match the typical lot size and building form of any adjacent development, with particular emphasis given to maintaining consistency with other development that fronts onto a public street to be shared by the proposed new project.

Neighborhood/Community Commercial

Density: No established minimum or maximum FAR

The portion of Area C that is adjacent to the US 101 on ramps 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 on-ramps this portion of Area C is not ideal for residential uses.

The floor area ratio's (FAR) for this Land Use Designation in Roosevelt Urban Village 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, 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 through D, which constitute the majority of the Roosevelt Park 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 Roosevelt Park Urban Village Plan, this designation also allows residential uses 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. Residential projects that "stand alone" and do not include a commercial component are not consistent with the Urban Village designation in this Plan.

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 effectively be limited by the maximum height limits established in this Plan and shown on the *Roosevelt Park Village Height Diagram* and by the parking requirements established in the Zoning Ordinance.

This Plan does establish a commercial FAR objective for new development in order to achieve the vision for the Roosevelt Park Urban Village of 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 0.45, and preferably higher. Commercial projects developed at less than an FAR of 0.45, while permitted, are intended to be interim uses to ultimately be replaced by high intensity commercial/employment uses in the future.

To meet the employment lands and job development objective for this Village described below, this Plan establishes a minimum FAR for the commercial/employment component of a mixed-use project. In Areas B and D, the minimum FAR for the commercial portion of a mixed use project should be 0.50 and in Area C, the minimum FAR should be 0.30.

C. LAND USE POLICIES

A primary objective of this Plan is to retain the existing amount of commercial space within the Roosevelt Park Urban Village Area and increase commercial activity and employment opportunities as the area redevelops. The existing commercial/employment square footage is estimated to be 344,500 square feet—this Plan establishes an overall objective to increase the overall amount of commercial square footage by 53%.

This Plan does not establish specific objectives for the different types of commercial or employment uses, but these uses are largely generally envisioned to be a mix of retail shops and services, and professional and general offices. This Plan supports retail uses that are small or mid sized in scale, and which serve the immediately surrounding neighborhoods, as well as communities within roughly a two-mile radius. Big box or “large format” retail uses are not feasible given the small sizes of parcels along this section of East Santa Clara Street. Large format retail would 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 1.9 or greater is encouraged: a building built at an FAR of 1.9 would typically be 3 stories in height.

While this Plan emphasizes expanding commercial activity in the Roosevelt Park 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. A commercial development that includes a small number (e.g. three) 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.

This Plan precludes the development of stand-alone residential projects within the Urban Village boundary in order to achieve the employment goals of the Envision San Jose 2040 General Plan and of this Urban Village Plan. Based on recent history and development patterns, without this requirement for a commercial component in all projects, predominantly stand-alone residential projects would likely be built in the Roosevelt Park Urban Village, consuming land that is needed for job and commercial growth. Therefore, as discussed above, this Plan establishes a minimum amount of commercial square footage required as part of any residential project by establishing minimum commercial FARs for Areas B, C, and D. There is however, one exception to these requirements for sites designated with the Urban Village land use designation. This exception could allow a residential project with an 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.

Finally, since the Roosevelt Park Urban Village will 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, sales of auto parts, 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. This Plan also supports the preservation, protection, and restoration of the Coyote Creek and its adjacent riparian lands. However, that objective must also be balanced with the goal of transitioning the Roosevelt Park Urban Village into a vibrant mixed-use, pedestrian-oriented, urban district that will introduce denser and taller development into the corridor.

Land Use Policies

Land Use Policy 1: Grow the Roosevelt Park Urban Village into an economically vibrant commercial district that serves the surrounding communities and increase commercial building square footage within the Village by 53 percent.

Land Use Policy 2: New commercial development is encouraged to be built at Floor Area Ratios of 0.45 or greater.

Land Use Policy 3: The minimum FAR for the commercial portion of a mixed use project should be 0.50 in Areas B and D, and 0.30 in Area C.

Land Use Policy 4: A mixed use residential project with the minimum commercial FAR called for in this Plan could be permitted to provide a lower commercial FAR 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 Roosevelt Park 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 5: Development of ground floor neighborhood-serving commercial uses along E. Santa Clara Street is strongly encouraged.

Land Use Policy 6: New residential development adjacent to the Five Wounds Trail corridor should provide primary unit entries, stoops, and porches facing the trail.

Land Use Policy 7: New residential development adjacent to the Five Wounds Trail corridor should provide ground floor units that face the trail.

Land Use Policy 8: Create a high-density mixed-use Urban Village that is pedestrian focused and enhances the quality of life for residents in surrounding communities.

Land Use Policy 9: Mixed-use residential projects are encouraged to build at densities of 50 dwelling units to the acre or greater on sites those sites that are large in size, such as the Empire Lumber site, given that the site design is compatible with the surrounding neighborhood.

Land Use Policy 10: Drive-through uses should not be permitted within the Roosevelt Park Urban Village

Land Use Policy 11: Motor vehicle uses such as auto repair, automobile sale and rental lots, auto parts sales, and car washes are strongly discouraged.

Land Use Policy 12: Types of uses in a mix and intensity that support ridership on Bus Rapid Transit are strongly encouraged

Land Use Policy 13: The combining of parcels along East Santa Clara Street 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.

Land Use Policy 14: Ensure that new public and private development adjacent to the Coyote Creek riparian corridor is consistent with the provisions of the City's Riparian Corridor Policy while recognizing that this plan supports more intensive urban development adjacent to the riparian corridor.

Land Use Policy 15: New development that abuts the Coyote Creek should include an open space setback consistent with the City's Riparian Corridor Policy.

Land Use Policy 16: Preserve and enhance public connections to the Coyote Creek.

URBAN DESIGN

Urban Design Goal: Create an attractive Urban Village that is a catalyst for the economic vitality of the E. Santa Clara Street 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 design of new buildings and materials used, and 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 Roosevelt Park a great place. If successful, the high quality of design in Roosevelt Park 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 objectives, and policies and actions intended to achieve these objectives, to facilitate new development within this Urban Village that is of high quality and lasting design, pedestrian-oriented, and urban in scale. At the same time, this Plan includes design parameters to ensure that urban development along the corridor is compatible with the surrounding neighborhoods.

A. BUILDING HEIGHT

The surrounding community has expressed support for the redevelopment of the existing, predominately single-story commercial buildings along East Santa Clara Street 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 and small two-story apartment buildings 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 East Santa Clara Street. Height limits for each of the Areas are also shown in the *Roosevelt Park Village Height Diagram*. 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 established in the Zoning Ordinance.

Additionally, the community has expressed the desire to ensure that the Five Wounds Portuguese National Church structure continues to be a visually prominent feature of the community. The Five Wounds Portuguese National Church is a historic landmark and a symbol

of the long standing Portuguese presence in the area. Therefore, this Plan establishes a building height policy to protect the visual prominence of the church structure.

Figure 2
Roosevelt Park Village Height Diagram



Building Height Policies

Building Height Policy 1: Accommodate high density and intensified uses along East Santa Clara Street in multi-story buildings that are compatible with the surrounding neighborhoods.

Building Height Policy 2: New development in the Roosevelt Park Urban Village shall not exceed the height limits as indicated on the Roosevelt Park Village Height Diagram, except as allowed per Height Policy No. 3.

Building Height Policy 3: Limited projections of non-habitable architectural elements, mechanical and equipment rooms, and special treatments (e.g., chimneys, weather vanes, cupolas, pediments, etc.) shall be permitted above the maximum height limit by 10 feet. Such projections shall not effectively create an overall building face that is greater than the established height limit.

Building Height Policy 4: New development in Area D, the former Empire Lumber site, located on the south side of East Santa Clara Street shall be designed such that views of the Five Wounds Portuguese National Church will be maintained for a majority of the neighborhood located to the south and southwest of the site. No more than 50 percent of the footprint of the block, which comprises Area D, shall contain, in total, building massing that exceeds 55 feet. Buildings over 55 feet in height shall provide a height and massing study to demonstrate how the views of the Church will be maintained, particularly from the south and southwest.

Building Height Policy 5: All portions of buildings over 55 feet in height shall be stepped back from the lower portion of the building such that the massing of the building does not overwhelm the sidewalk and the street.

Building Height Policy 6: 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 7: The height of new development on properties adjacent to, and in the vicinity of the Five Wounds Portuguese National Church, including the block on East Santa Clara Street that formerly contained Empire Lumber, should protect the visual integrity and prominence of the church structure.

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 Roosevelt Park 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 Roosevelt Park Urban Village is of a high standard and contributes to the positive image and vitality of the corridor.

Architecture Policy 2: New development along East Santa Clara Street is encouraged to be built in a Mediterranean or other similar 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: 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.

Architecture Policy 5: New development should include decorative elements on building façades and entryways, and are encouraged to integrate unique, artisan and artist-designed elements into façades and public spaces.

Architecture Policy 6: New development should use high quality, durable building materials on the façades of buildings, and in publicly visible areas.

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 East Santa Clara Street to ensure that development contributes to a positive walking experience.

Street Frontage Policies

Street Frontage Policy 1: Provide a comfortable and visually engaging pedestrian environment through the creation of an inviting pedestrian-oriented building street frontage.

Street Frontage Policy 2: At least 70 percent of any building frontage along East Santa Clara Street should be devoted to windows and entrance areas.

Street Frontage Policy 3: Large blank walls are discouraged along East Santa Clara Street, 24th Street and 28th Street, and adjacent to 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 East Santa Clara Street, 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 the Roosevelt Park Urban Village, 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: Establish a consistent “building-defined” street edge with pedestrian-oriented, street-facing development along East Santa Clara Street with building facades located adjacent to the sidewalk.

Setback Policy 2: New buildings along East Santa Clara Street 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 3: 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 4: 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 East Santa Clara Street.

Setback Policy 5: Parking areas that are located at the side of a building, adjacent to East Santa Clara Street, should not occupy more than 30 percent of a given property or project’s street frontage along East Santa Clara Street. For corner properties, parking areas should not be located adjacent to an intersection.

E. GATEWAYS

The purpose of a Gateway is to provide an Urban Village identifier that announces that one is entering a distinct district within San Jose. A Gateway feature is envisioned to be placed only near the western edge of the Roosevelt Park Urban Village area and not near the eastern edge. This is so as to not compete or be confused with the Little Portugal Gateway feature that is planned near the area where these two Villages abut each other.

A 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. A 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 a 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: When new development is proposed at the western edge of the Roosevelt Park Urban Village boundary, near Coyote Creek, work with the property owners to incorporate Gateway elements adjacent to East Santa Clara Street into their project.

STREETSCAPE

Streetscape Goal: Create an attractive pedestrian-friendly street environment that contributes to the positive identity of the Roosevelt Park 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 Roosevelt Park 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 Roosevelt Park 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.

East Santa Clara Street, between US 101 and North 17th Street, 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 East Santa Clara Street, 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.

Street Tree Policy

Street Tree Policy 1: Maintain a consistent row of street trees along East Santa Clara Street that provides a wide and dense canopy of shade over the sidewalk and extends over the street.

Street Tree Policy 2: Where possible, expand the existing street tree canopy along East Santa Clara Street.

B. STREETScape AMENITIES

The *BART Station Area Community Concept Plan* identified a number of public amenities recommended to be included in the Roosevelt Park 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.

It is not anticipated that the City of San Jose will be able to provide or directly fund most of the amenities identified by the community, or maintain them if capital funds are secured, due to anticipated ongoing City budget limitations. Nevertheless, funding for the installation and maintenance of some of the identified streetscape elements could be provided by property and business owners through a special financing district, established through approval by property and/or business owners. The City’s role in installing these amenities would primarily be to work with property and business owners to facilitate their installation and maintenance, and identify and pursue opportunities as they arise. Some streetscape amenities could also be installed as part of the construction of new private development along East Santa Clara Street, through the City and community’s successful negotiation with developers during the land use entitlement process.

One possible tool for developing some 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.

Another possible funding source for streetscape amenities could be the establishment of a Parking Improvement District. The establishment of a parking district would require agreement of businesses along East Santa Clara Street and would involve the installation of parking meters. Revenue collected from the meters could be dedicated to those improvements identified within the District, and managed by the business owners through a business association. An action to

explore establishment of a Parking Improvement District as the area begins to redevelop and business activity increases is included below in the Parking section.

Streetscape Amenities Policies

Streetscape Policy 1: Develop streetscape amenities along East Santa Clara Street 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: Work with business and property owners, through the East Santa Clara Street Business Association, to identify funding strategies and opportunities for the installation and maintenance of streetscape amenities and landscaping along East Santa Clara Street.

Streetscape Policy 3: When funding becomes available, work collaboratively with property and business owners to identify a prioritized list of streetscape amenities and develop improvement plans for priority improvements, as needed.

Streetscape Policy 4: During the development entitlement process, encourage developers along East Santa Clara Street to contribute towards or construct streetscape amenities.

C. PUBLIC ART

Public art throughout the Roosevelt Park 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, it 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 currently 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 Roosevelt Park 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 Roosevelt Park 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: Create an attractive and culturally rich environment that helps to establish a unique identity for East Santa Clara Street by integrating public art and artist-designed elements into both the public and privately built environment.

Public Art Policy 2: Continue to collect the one percent for art from public projects on City-owned property and allocate money collected within or proximate to the Roosevelt Park Urban Village to public arts projects within this Village.

Public Art Policy 3: 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 E. Santa Clara Street.

Public Art Policy 4: 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 Roosevelt Park 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 East Santa Clara Street.

PEDESTRIAN CIRCULATION

Pedestrian Circulation Goal: Create a safe, attractive, and inviting pedestrian environment that provides direct and convenient pedestrian access within the Urban Village and between the Village and the surrounding neighborhoods.

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. Roosevelt Park 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 that is 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 East Santa Clara Street have been planned as part of the Santa Clara – 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 East Santa Clara Street 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 East Santa Clara Street are generally 10 to 12 feet wide (measured from the inside edge of the curb inward and includes street tree wells). To achieve the goal of a 15 foot wide sidewalk, existing sidewalks should be maintained, and existing narrow sidewalks should be expanded. New development on East Santa Clara Street 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.

Sidewalk Policies

Sidewalk Policy 1: Facilitate an inviting and comfortable pedestrian environment by maintaining and developing, where needed, wide sidewalks in the Roosevelt Park Urban Village.

Sidewalk Policy 2: To expand existing sidewalks to 15 feet or more in width, new development on East Santa Clara Street should be set back from the property line to provide the additional

needed sidewalk. Setback areas should be paved to match the sidewalk in the public right-of-way to give the appearance of a single wide sidewalk.

B. PEDESTRIAN FACILITIES

Prior to the start of the final design of the Bus Rapid Transit (BRT) project, the community identified a number of pedestrian improvements along East Santa Clara Street, 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. The Planned BRT project includes some but not all of these enhancements. With the exception of pedestrian refuge area, opportunities for the installation of these enhancements could occur in the future; the narrow width of East Santa Clara Street does not provide space for pedestrian refuge areas in the middle of the street, or center medians. Each one of these enhancements is discussed below.

1. CORNER CURB BULB-OUTS

Given the geometry of the roadway, the width of East Santa Clara Street, and the planned BRT project, bulbouts for crossings on East Santa Clara Street are not likely feasible. If bulbouts are 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.

2. CROSSWALKS

The BRT project is planned to include enhanced crosswalks along East Santa Clara Street 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 of this Plan. In the BART Station Area Community Concept Plan, the community recommended that the existing crosswalks along East Santa Clara Street be enhanced to be wider and more visible. Enhanced sidewalks could consist of attractive stamped concrete that is colored differently from the surrounding pavement. Such a treatment would effectively communicate to motorist the presence of a crosswalk and the potential for pedestrians. Another possible treatment is the installation of inlaid thermo-plastic material that is imprinted into the street asphalt. This treatment is

relatively affordable and 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 Valley Transportation Authority's BRT project team to select the best treatment for crosswalks that will achieve the visibility desired by the community while also having low maintenance costs.

Pedestrian Facilities Policy

Pedestrian Facilities Policy 1: Create a comfortable, safe and inviting walking environment by developing pedestrian improvements such as bulb-outs, pedestrian refuge areas and enhanced crosswalks along East Santa Clara Street.

Pedestrian Facilities Policy 2: 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.

Pedestrian Facilities Actions

Pedestrian Facilities Action: Install wide and highly-visible crosswalks across and along East Santa Clara Street to contribute to an attractive streetscape and a comfortable and safe walking environment.

PARKING

A. PARKING COMPONENT

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 Roosevelt Park 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 Roosevelt Park Urban Village in the future, many will also want to drive some or most of the time. 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. The provision of large quantities of off-street parking, particularly in highly visible areas along East Santa Clara Street, 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 Roosevelt Park 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 Roosevelt Park 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: Minimize the space demands of off-street parking through the efficient design, provision and management of parking in new development and through the efficient management of on-street parking.

Parking Policy 2: 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 3: 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 4: Encourage the sharing of parking between uses that have different peaks in parking demand within the same development and between developments.

Parking Policy 5: 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 the spaces are located conveniently to shoppers and other patrons.

Parking Policy 6: 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 Roosevelt Park Urban Village with the 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 East Santa Clara Street, 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 Roosevelt Park 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.

Parking Action 5: Propose a change to the Parking Chapter of the Zoning Ordinance that would eliminate the parking requirement for new uses established in historic structures that are listed on the City's Historic Resources Inventory. For example, the establishment of a use that is consistent with the zoning designation in the Mexico Theater structure, which is currently vacant and listed on the City's Historic Resources Inventory, would not be required to provide parking.

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 Roosevelt Park.

The Roosevelt Park Urban Village and neighborhood surrounding it are well served by parks and community spaces. The 11 acre Roosevelt Park and the Roosevelt Community Center are located at the western edge of the Urban Village and the East San Jose Carnegie Branch Library is located approximately in the center of the Urban Village. Given the close proximity of these facilities to the Urban Village a traditional new park of at least one acre may not be necessary.

Given the existing presence of the Roosevelt Park and Community Center, and that there are limited opportunities for a new large traditional park in the immediate area, 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 would 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 both the Five Wounds Trail and the Coyote Creek Trail as regional transportation and recreation corridors that would serve the Roosevelt Park community. The Five Wounds Trail, located at the eastern edge of the Urban Village, is an identified future trail in the City's trail program. This trail would provide the Roosevelt Park community with a direct bicycle and pedestrian connection to Kelly Park and the future Five Wounds and Berryessa BART stations. The alignment of this trail proceeds along the former Western Pacific Rail Road corridor adjacent to 28th Street. The Coyote Creek Trail, located at the western edge of the Urban Village, is also a trail that is identified as a future trail in the City's trail program. The Coyote Creek trail is envisioned as a 'creek' trail that will provide opportunities for interpretation, education, and physical fitness for trail users and school groups. The alignment of this trail proceeds on-street along South 19th Street from the south to East Santa Clara Street. This alignment connects back to the Coyote Creek at Roosevelt Park.

Both privately-funded plazas and the Five Wounds and Coyote Creek 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 E. Santa Clara Street 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 East Santa Clara Street will likely result in plazas that are significantly smaller. Nevertheless, the minimum size of private, but publicly-accessible plazas should be 2,000 square feet, which 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 Roosevelt Park 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 dedicate 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 East Santa Clara Street, the community's preference is for a plaza to be located adjacent to the Five Wounds Trail on the south side of East Santa Clara Street, on the Empire Lumber site. This urban plaza may be constructed within the footprint of the VTA owned right-of-way property as part of the future development of the Five Wounds Trail, so long as the street-level design of the adjacent Area D development appropriately supports and accommodates the development that plaza. A plaza at this location would have good visibility as it would serve as an enlargement of the open space area associated with the Trail area. This location could also contribute towards the area's strong, positive, and unique identity.

Urban Plaza Policy

Urban Plaza Policy 1: Create attractive and vibrant urban plazas that are publicly-accessible, but privately-owned and maintained that will provide space for community members to casually interact with each other and for community activities.

Urban Plaza Policy 2: Integrate publicly-accessible but privately-owned and maintained plazas into new development along East Santa Clara Street.

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 and is located at the eastern boundary of the Roosevelt Park Urban Village boundary. This railroad line could provide 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 north of the Five Wounds Church, 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 Roosevelt Park 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. 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 Parkland Dedication Ordinance (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 Roosevelt Park 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 Trail. Upon evaluation of priority park projects as park impact fees are collected within, or in

vicinity of, the Roosevelt Park 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: Develop the former Western Pacific Railroad line into a multi-use trail that provides bicycle and pedestrian connections to Kelley Park and the planned Alum Rock and Berryessa BART stations, Lower Silver Creek Trail, and Coyote Creek Trail.

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 Roosevelt Park Urban Village could be set aside for the development of the Five Wounds 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

The Roosevelt Park Urban Village Plan is in the 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 Roosevelt Park Urban Village Plan and The Envision San Jose 2040 General Plan.

A. IMPLEMENTATION STRATEGIES

The Roosevelt Park Urban Village Plan will largely be implemented as the individual private properties along the East Santa Clara Street 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 a zoning district that is consistent with and will further the goals of this Plan. Rezoning the properties in the Roosevelt Park Urban Village would clear away a major entitlement hurdle for for urban, pedestrian-oriented, mixed use type development. The present Commercial General (CG) Zoning District that is applied to most of the Roosevelt Park Urban Village precludes the construction of a more urban, pedestrian-oriented development, as the CG District requires a 25-foot front setback. For most properties to develop consistent with the policies of this Plan, a developer would currently need to rezone a given property to the 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 Roosevelt Park Urban Village. 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.

The one major public investment recommend in this Village Plan is the development of the Five Wounds Trail. The development of this trail will require a significant amount of funding. In addition, to the cost of acquiring the right-of way from the Valley Transportation Authority and then building the paved trail, there is the costs of adding amenities and landscaping along the trail right-of-way, and constructing improvements at the trail's intersection with the roadway

network. While the City does have an existing Parks Dedication Ordinance (PDO) that generates funding for new parks facilities from new housing development, and while this Plan recommends that any PDO funds generated from new development within the larger Five Wounds area be dedicated towards trail development, it is anticipated that additional funding will need to be secured to complete the communities vision for the Five Wounds Trail. To fill this anticipated funding gap, this Plan recommends pursuing state and federal grant funds, and identifying potential funding from private foundations.

In addition to these funding sources, this Plan recommends the development of an Urban Village Implementation Finance Strategy that will establish financing mechanisms to fund public improvements, such as the Five Wounds Trail. This Strategy would not be developed solely for the Roosevelt Park Urban Village but would be developed as one strategy for all four of the Five Wounds area Urban Villages: Roosevelt Park, Little Portugal, Five Wounds and 24th and William Street Villages. In addition to funding the development of the Trail, the Strategy would be used to fund other identified improvements within the Urban Village Plans including public plazas, pedestrian improvements, street trees and streetscape amenities. This Strategy will also need to include mechanisms to fund the on-going maintenance of these improvements, including the maintenance of the Five Wounds Trail.

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 and/or enhancement of the Five Wounds Trail and other identified improvements. 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.

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 mechanism to fund the implementation of the Roosevelt Park, 24th and William Street, Little Portugal, 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 Roosevelt Park 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 Roosevelt Park Urban Village to potential developers of urban scale and type commercial and mixed-use development.