

# Santana Row/Valley Fair

## Chapter 3. Land Use

### INTRODUCTION

This Land Use Chapter describes how the Santana Row/Valley Fair Urban Village will accommodate the growth that is planned in the Envision San José 2040 General Plan. The chapter introduces the land use designations that are applied within the Urban Village, describes the permitted land uses and intensities of each designation, and maps the location of each on a Land Use Diagram. This chapter also provides specific goals and policies related to land use that will help ensure that the area develops into the thriving, mixed-use, walkable and livable place envisioned by the community.

### PLANNED GROWTH AND OBJECTIVES

This Plan establishes a commercial/employment square footage objective and a planned residential unit capacity for this Urban Village. This commercial/employment objective and the planned residential capacity are based on the planned jobs and residential unit capacities established for the Santana Row/Valley Fair Urban Village by the Envision San Jose 2040 General Plan, and which were updated with the 2016 four-year review of the Envision San José 2040 General Plan's planned capacity for new jobs. Consistent with General Plan Policy IP-5.1, this Urban Village Land Use Plan identifies the locations and intensities of new development, which will accommodate the planned jobs and housing growth.

### EMPLOYMENT GROWTH

The Santana Row/Valley Fair Urban Village currently has 2,939,300 square feet of commercial space, ranging from retail shops and professional offices, to restaurants and hotels. This commercial space equates to 9, jobs, based on the General Plan's assumption of one job for every 300 square feet.

The employment growth objective for the Santana Row/Valley Fair Urban Village is 5,500 jobs. This figure reflects the total amount of commercial and employment growth to be accommodated in the Santana Row/Valley Fair Urban Village over the planning horizon (2040) and amounts to roughly 1,650,000 square feet of net new commercial space.

### HOUSING GROWTH

There are currently about 862 existing dwelling units within the Village boundaries. Including the 110 approved projects within the Village, there are a total of 972 existing units.

The community recognizes the importance of providing new housing as a means of creating a more vibrant and active place. The Envision San Jose 2040 General Plan, however, does not establish a residential unit objective; rather, it establishes 1,500 units as the Urban Village's planned dwelling unit capacity.

### LAND USE PLAN OVERVIEW

A primary objective of the Santana Row/Valley Fair Urban Village Plan is to retain the existing amount of commercial space within the Urban Village area and increase the job-generating commercial uses to grow the existing employment base and become a job center for west San Jose. At the same time, it aims to create a dynamic urban environment that embraces a creative

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workforce and attracts new companies and businesses.

To meet these goals, there are two areas that are designated for higher intensity commercial uses the most intense development within this Village. The first area is located along the south side of Stevens Creek Boulevard between Winchester Boulevard and the I-880 freeway and the second area is located north of the I-280 freeway and Tisch Way on both sides of Winchester Boulevard where there are existing higher intensity commercial office uses. The addition of new urban scale residential development that is integrated with existing and planned commercial uses will further the creation of a vibrant and active place.

Additionally, the existing 323 bus line located along Stevens Creek Boulevard, the planned 523 express bus and potential future Bus Rapid Transits (BRT) will support more intense development and allow easy access to public transit for employees, residents, and visitors utilizing this corridor.

### LAND USE DESIGNATIONS

#### REGIONAL COMMERCIAL

DENSITY: FAR Up to 12.0

These commercial areas attract customers from throughout the region and play an important fiscal and economic role for the City. This designation is applied to the Westfield Valley Fair regional shopping center located at the northern boundary of the Urban Village. This designation supports a very wide range of commercial uses, which may develop at a wide range of densities. Large shopping malls, and large or specialty commercial centers that draw customers from the greater regional area are appropriate in this designation along with office uses ranging in intensity up to a 12.0 FAR. Hospitals and private community gathering facilities can also be considered in this designation. This designation supports intensification and urbanization in order to promote increased commercial activity and more walkable, urban environments.

#### URBAN VILLAGE COMMERCIAL

DENSITY: FAR of up to 8

The Urban Village Commercial land use designation is applied to properties along Stevens Creek Boulevard, the Century Theater property along Winchester Boulevard, and several properties near Interstate 280 between Tisch Way and Olsen Drive. These areas have been identified by the community as opportunities for new commercial development that could build off the success and vibrancy of the commercial development in Santana Row, as well as the existing higher intensity office buildings located along Tisch Way. This designation is similar to the Neighborhood/Community Commercial land use designation, but supports commercial activity that is more intense. Appropriate uses in this designation include mid-rise office buildings and hotels with ground floor neighborhood serving commercial and retail uses. Lower-intensity commercial land uses could be supported, but these uses are intended to be interim until there is a market that supports higher intensity uses. This Plan supports the aggregation of smaller parcels with this designation in order to form sites for larger, mid-rise development.

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New development under this designation should be urban and pedestrian-oriented in form with the visibility of parking and automobile circulation minimized from the adjacent public right-of-way. This designation does not support big box retail.

### **URBAN VILLAGE**

DENSITY: 65 DU/AC TO 300 DU/AC

The Urban Village land use designation supports a wide range of commercial uses, including retail sales and services, professional and general offices, and institutional uses. 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, or, where a larger site allows, mixed horizontally with commercial and residential uses built adjacent to each other in one integrated development. All new development under this designation with frontage along Winchester Boulevard must include ground floor commercial uses along Winchester Boulevard.

This Plan does not establish a maximum FAR for properties designated Urban Village; however, it does establish a minimum number of dwelling units per acre for the residential portion of mixed use projects. The intensity of new commercial development will effectively be limited by the maximum height limits established in this Plan and shown on the Height Diagram and by transitional height standards (see Chapter 5) as well as by parking requirements established in the Zoning Ordinance.

### **MIXED USE COMMERCIAL**

DENSITY: Up to 50 DU/AC; Up to 75 DU/AC for Parcels Larger than 0.7 acre

COMMERCIAL FAR: 0.5 TO 4.5 FOR RESIDENTIAL/COMMERCIAL MIXED-USE PROJECTS; 0.25-2.5 FOR COMMERCIAL ONLY

This designation is intended to accommodate a mix of commercial and residential uses with an emphasis on commercial activity as the primary use and residential activity allowed in a secondary role. New residential/commercial mixed-use projects with this designation must accordingly include commercial space equivalent to at least a 0.5 FAR, and commercial-only projects must achieve a 0.25 FAR with a typically appropriate overall FAR of up to 4.5. Appropriate commercial uses include neighborhood retail, mid-rise office, medium scale hospitals or other health care facilities, and medium scale private community gathering facilities. Low impact industrial uses are appropriate if they are compatible and do not pose a hazard to other nearby uses.

### **URBAN RESIDENTIAL**

DENSITY: 45-95 DU/AC

This designation allows for medium density residential development and a fairly broad range of commercial uses, including retail, offices, and private community gathering facilities. This designation is used to identify portions of Urban Village areas where the density of new development should be limited to a medium intensity in order to provide for a gradual transition between surrounding low-density neighborhoods and other areas within the Urban Village suitable for greater intensification. Development in this designation would typically be residential, commercial or mixed uses over parking.

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### **RESIDENTIAL NEIGHBORHOOD**

DENSITY: Typically, 8 DU/AC (Match existing neighborhood character); FAR up to 0.7

The Residential Neighborhood land use designation is applied only to the Winchester Ranch Mobile Home Park located on the west side of Winchester Boulevard adjacent to the I-280 freeway. 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.

### **OPEN SPACE, PARKLAND**

This designation is applied only to the existing Frank M. Santana Park. Areas within this designation can be publicly- or privately-owned areas 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.

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, Parkland properties. 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.

### **PRIVATE RECREATION AND OPEN SPACE**

Density: N/A

The Private Recreation and Open Space land use designation is applied only to Winchester Mystery House Historic City Landmark property. This designation allows a broad range of recreation or open space uses, and typically at a higher intensity than those found on lands with the Open Space, Parklands, and Habitat designation. Possible recreation uses include amusement parks, country clubs, golf courses, tennis clubs, driving ranges, recreational vehicle parks, private campgrounds and cemeteries. Ancillary commercial uses, such as bars and restaurants, are allowed in conjunction with private recreation uses. The intensity of any combination of buildings or structures developed under this category is expected to be limited with the majority of the land area maintained as open space, so that the Private Recreation and Open Space lands generally maintain an open space character.

### **FLOATING "P" – URBAN PARKS AND PLAZAS**

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The Floating Urban Parks and Plazas category is used to designate lands that can be publicly or privately-owned that are intended to be programmed for low intensity open space uses. Urban Parks and Plazas represent a creative solution to provide more public space in the Santana Row/Valley Fair Urban Village. Given the space constraints of the Plan Area, plazas and pocket parks will generally be spaces that are developed and maintained privately, but open to the public. Opportunities for the creation of these types of plazas will occur as properties in the Urban Village redevelop with higher intensity uses.

No specific site has yet been identified; therefore, the designation for the urban park or plaza will be indicated on the land use diagram with a circle border and the letter “P.” This symbol represents a “floating” designation and is only intended to indicate a general area within which a park or plaza site should be located. Nevertheless, there are two general locations shown on the Land Use Diagram that are proposed for a new urban park or plaza. The specific size, exact location and configuration of such urban park or plaza site will be finalized only through future development of particular parcels in the Village. Until such time that these properties are purchased by the City or privately developed as a publicly accessible urban park or plaza space, development is allowed consistent with the underlying land use designation shown on the land use diagram.

### LAND USE POLICY OVERVIEW

A primary objective of the Santana Row/Valley Fair Urban Village Plan is to retain the existing amount of commercial space within the Urban Village area and increase the job generating commercial uses. While this Plan does not establish specific objectives for the different types of commercial or employment uses, these uses are largely envisioned to be a mix of retail shops, personal service uses (such as dry cleaners and salons), and professional and general offices. The Plan supports a wide variety retail uses: small or mid-sized in scale that serve the immediately surrounding neighborhoods; larger-format retail uses such as a grocery that serve the broader community; and large-format retail uses that serve the greater region.

Additionally, since the Santana Row/Valley Fair Urban Village focuses on creating a rich and inviting pedestrian environment, new drive-through uses are not supported. While auto-oriented uses are not prohibited (such as auto repair, automobile sales and rentals, or sales of auto parts), these are considered interim uses to be replaced over time by more pedestrian- and transit-supportive uses.

New residential uses will also be instrumental in creating a vibrant and walkable place. This Plan supports medium- to high-density residential uses in areas identified as in the land use diagram as Urban Residential, Mixed Use Neighborhood, Urban Village, and, to a lesser extent, Mixed-Use Commercial. The Santana Row/Valley Fair Urban Village will be enlivened as more people live and shop within this area. To this end, the Plan encourages residential development to be built at densities higher than the existing typical pattern of development, while respecting the existing adjacent single-family neighborhoods.

Additional development specifications can be found in the Land Use Goals, Policies and Action Items section on the following pages, as well as in Chapter 5: Urban Design.

### LAND USE GOALS AND POLICIES

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### VIBRANT COMMERCIAL DISTRICT

**Goal UD-1: Support new job generating and neighborhood-serving commercial development in the Santana Row/Valley Fair Urban Village by increasing the Village’s commercial building square footage by at least 60 percent, or about 1,650,000 square feet.**

**Policy UD-1.1:** New commercial development built at an FAR of less than 0.5 is considered interim until a market exists for higher intensity development.

**Policy UD-1.2:** Where an existing commercial or industrial use redevelops to a Mixed Use Commercial, Urban Residential, or Urban Village use, the existing commercial or industrial square footage must be replaced with an equivalent commercial square footage in the new development, at a minimum.

**Policy UD-1.3:** The overall commercial Floor Area Ratio (FAR) for any single site designated as Urban Village should not drop below 0.30. New development that includes residential uses should not be developed such that the combined FAR of the area designated Urban Village drops below 0.30.

**Goal UD-2: Foster a development pattern that supports the creation of a walkable dynamic environment and reduces motor vehicle travel by encouraging the use of other modes of travel.**

**Policy UD-2.1:** Prohibit drive-through uses in the Santana Row/Valley Fair Urban Village.

**Policy UD-2.2:** Prohibit self-storage and “big box” uses in the Santana Row/Valley Fair Urban Village, except as part of a mixed-use development that is otherwise consistent with the urban design polices of this Plan.

**Policy UD-2.3:** Where ground floor active use is required in new development on a corner lot, the active use shall front onto Winchester and/or Stevens Creek Boulevard and wrap the corner.

**Policy UD-2.4:** Motor vehicle uses, including auto repair, automobile sale and rental lots, and auto parts sales are allowed as interim uses if they are intended to be redeveloped with pedestrian and transit supportive uses over time.

### DIVERSITY OF HOUSING

**Goal UD-3: Support a range of housing types within the Santana Row/Valley Fair Urban Village and increase the supply of the Village’s residential units consistent with the housing growth assigned by the Envision San Jose 2040 General Plan, by 1,500 units.**

**Policy UD-3.1:** Encourage the integration of deed restricted affordable units within housing development. A goal, and not a requirement of individual projects, is to deed restrict 25% or more of the new units as affordable housing, with 15% of the units targeting households with income below 30% of Area Median Income.

**Policy UD-3.2:** Integrate affordable housing within the Urban Village by prioritizing the use of the City’s affordable housing programs within this Village.

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**Policy LU-3.3:** Locate buildings that specifically serve individuals with disabilities or seniors near accessible pathways to transit and public services.

**Policy LU-3.4:** For residential or residential mixed-use projects that provide a majority of units as micro-units, apply a 50% reduction to the parking required by the Zoning Ordinance.

### PLACEMAKING AND OPEN SPACE

**Goal LU-4: Ensure that new development and area improvements increase access to public space and to alternate modes of transportation.**

**Policy LU-4.1:** Types of uses with a mix and intensity that support transit ridership, walking, and biking are strongly encouraged.

**Policy LU-4.2:** Larger developments, especially mixed-use residential projects, should incorporate publicly accessible and privately owned and maintained spaces such as plazas and pocket parks.

**Policy LU-4.3:** The aggregation of parcels between Stevens Creek Boulevard, Santana Row, Hemlock Avenue, and S Monroe Street is encouraged to facilitate new development, especially high-intensity commercial mixed-use development, and to provide for the inclusion of publicly-accessible plazas and/or paseos into new development.