LITTLE PORTUGAL

URBAN VILLAGE PLAN

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INTRODUCTION

The Little Portugal Urban Village Plan (Village Plan), together with the Roosevelt Park, Five Wounds, and 24th & William Urban Village Plans, are part of the first group of Urban Village Plans prepared by the City and the community to further the Urban Village strategy of the new Envision San José 2040 General Plan (General Plan). As a City Council approved policy document for the future growth of the Little Portugal Urban Village, this Village Plan establishes a framework for the transition of the Little Portugal Urban Village into a vibrant mixed-use and pedestrian-oriented district that complements and supports the Bus Rapid Transit System (BRT) along Alum Rock Avenue. This Village Plan includes goals and policies designed to shape both future public and private development.

BACKGROUND AND PLANNING PROCESS

The planning process for the Little Portugal Urban Village really began with the Five Wounds/Brookwood Terrace Strong Neighborhoods Initiative (SNI) Plan that was completed in August of 2002. This SNI Plan outlined the community's vision and land use direction for the area that now encompasses four Urban Villages including the subject Little Portugal Urban Village, as well as, the Roosevelt Park, Five Wounds, and 24th & William Urban Villages. For the Little Portugal Urban Village, the vision of the SNI Plan was for a 3- to 5-story mixed-use and pedestrian-oriented corridor with ground floor storefronts. While the SNI Plan was accepted by the City Council in 2002 as the community's vision and priorities for the Five Wounds/Brookwood Terrace Area, the SNI Plan and its land use recommendations for the Little Portugal Urban Village area were not approved by the City Council and did not become official City Policy.

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

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

The Planning Process for the Little Portugal Urban Village Plan was combined with the Planning process for the Five Wounds, Roosevelt Park and 24th & William Urban Villages. The process first consisted of two community meetings where staff explained the General Plan's Urban Village Major Strategy and how it would be implemented in the Five

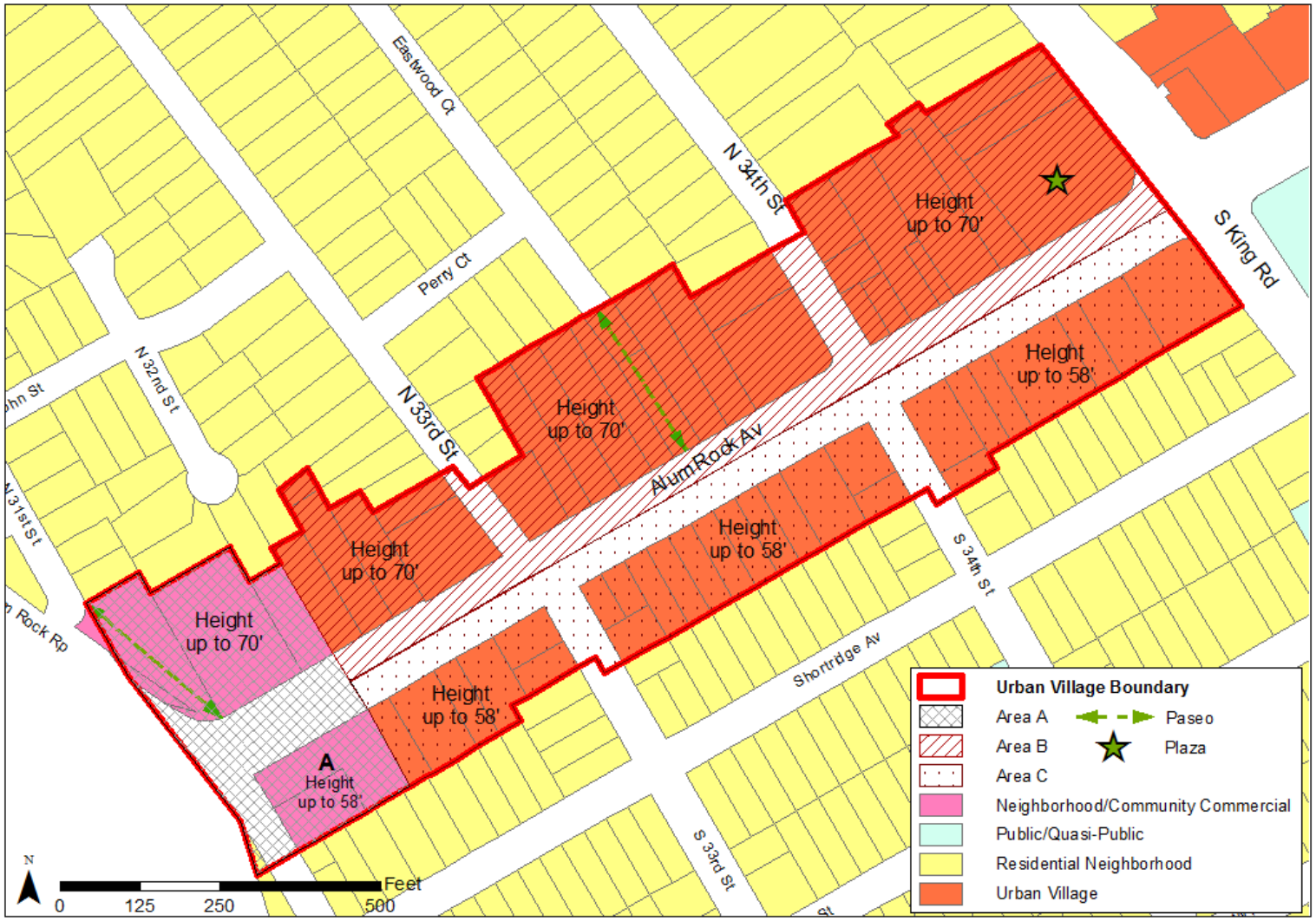
Wounds/Brookwood Terrance area. Following this outreach, two additional community workshops were held, each attended by approximately 40 to 50 residents, and property and business owners. At the first workshop, on July 23, 2011, the community provided comments and direction on a draft Land Use Plan. 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

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

Currently, Alum Rock Avenue, between US Highway 101 and King Road, consists predominately of one-story commercial buildings that contain restaurants, ethnic and convenience markets, medical offices, and community-serving retail stores and services. The corridor also includes a few older mixed use buildings that have ground floor commercial with apartments above. Much of this development is more than 50 years old and is pedestrian-oriented, with buildings built up to and addressing the sidewalk. The goal of this Village 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 Village 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 Envision San José 2040 General Plan (General Plan) goals to support a healthy community, and reduce traffic congestion and resulting greenhouse gas emissions, and energy consumption.

Figure 1
Little Portugal Urban Village Land Use Designation and Height Diagram



A. PLANNED GROWTH CAPACITY AND OBJECTIVES

The Little Portugal Urban Village Plan (Village Plan) plans for the addition of new commercial/employment square footage and residential units for the Urban Village overall.

EMPLOYMENT GROWTH:

The existing commercial employment square footage in the Village Plan area is approximately 118,000 square feet.

This Village Plan does not establish specific objectives for the different types of commercial or employment uses, but these uses are generally envisioned to be a mix of retail shops and services, and professional and general offices.

To assist the City with achieving the overall commercial square footage amount within the Little Portugal Urban Village, this Village Plan uses a commercial Floor Area Ratio (FAR) for each those areas within the Village that allow housing. These areas, which are designated with the Urban Village Land Use Designation, are designated as Areas B and C on the Land Use and Height Diagram (see Figure 1). The commercial FAR requirement for Area B is 0.35 FAR and the commercial FAR requirement for Area C is 0.24. The FAR's for Areas B and C are different to reflect the depth of the lots, and therefore, the different development potentials for each area.

As discussed under the Urban Village Land Use designation text below, residential development must contribute towards meeting this commercial objective by including a commercial component (thereby producing a mixed-use residential/commercial project), unless the commercial objective for the given Area has been significantly exceeded and a residential only project would not reduce the commercial FAR for the given Area below the Area requirement. Given the historic and anticipated continued demand for housing in San José and Silicon Valley, not establishing an objective and an inclusionary commercial requirement for housing development would likely result in housing development replacing the existing commercial development without adding new commercial uses, therefore precluding the achievement of the jobs/commercial target for the Little Portugal Urban Village Plan.

HOUSING GROWTH:

The Little Portugal Urban Village includes an estimated 90 existing dwelling units. In this Village Plan, the community recognizes the importance of providing new housing in the Little Portugal Urban Village as a means of creating a more vibrant and active place

B. LAND USE DIAGRAM

The Land Use and Height Diagram for the Little Portugal Urban Village is shown in Figure 1. The Little Portugal Urban Village is broken into Areas A, B, and C. As shown in the Little Portugal Land Use Designation and Height Diagram (Figure 1), Area A is located on the western end of the Little Portugal Urban Village, directly adjacent to US Highway 101. The majority of the Little Portugal Urban Village is located easterly of Area A and is broken into Area B, north of Alum Rock Avenue, and Area C, south of Alum Rock Avenue. Two General Plan Land Use designations are applied within the Little Portugal Urban Village, as described below. It should be noted that rezoning may be required for consistency with the land use designations.

Neighborhood/Community Commercial

Density: No established minimum or maximum FAR

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

While the General Plan limits the FAR of development within the Neighborhood/Community Commercial designation to an FAR of up to 3.5, this Village Plan does not establish a maximum, or minimum FAR. Development intensities will be limited by maximum heights and building height "step down" policies contained in the Urban Design Chapter established in this Village Plan.

Urban Village

Density: No established FAR minimum or maximum for fully commercial development. Commercial FAR minimum for mixed-use development varies by Area, as shown in Table 1. No established minimum or maximum residential unit density.

Table 1: Required Floor Area Ratio (FAR) for the commercial component of mixed-use developments

Sub Area:	Required Commercial FAR:
B	0.35
C	0.24

Areas B and C, which constitute the majority of the Little Portugal Urban Village, are designated with the Urban Village Land Use designation. The Urban Village designation supports a wide range of commercial uses, including retail sales and services, professional and general offices, and institutional uses. The Urban Village designation is a commercial designation that also allows residential uses in a mixed-use format. Residential and commercial mixed-use projects can be vertical mixed-use with ground floor commercial uses and residential uses on the upper floors for example, or, where a larger site allows, the project can be mixed horizontally with commercial and residential uses built adjacent to each other, in one integrated development. A horizontal mixed-use project is strongly encouraged to place commercial uses adjacent to Alum Rock Avenue.

This Village Plan establishes a commercial FAR requirement for the areas designated Urban Village. New residential development in Area B is required to provide a minimum commercial FAR of 0.35 and a minimum commercial FAR of 0.24 in Area C. There is however, one exception to these requirements within this designation. This exception could allow a mixed-use residential/commercial project within this 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 requirement for the given Area, then a mixed-use residential/commercial project could provide less than the required commercial FAR, given that the overall amount of commercial development within the given Area would not drop below the FAR requirement.

This Village Plan does not establish a maximum FAR for commercial or mixed-use residential/commercial development for properties designated Urban Village, nor does it establish a maximum or minimum number of dwelling units per acre for the residential portion of mixed-use projects. The intensity or density of new development will be effectively limited by the maximum height limits established in this Village Plan as shown in the Little Portugal Land Use Designation and Height Diagram (Figure 1) and by the parking requirements established in the Zoning Code, as may be amended in the future.

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

C. LAND USE POLICIES

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

While this Village Plan allows fully 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 2.0 or greater is encouraged; a building built at an FAR of 2.0 would typically be 3 stories in height.

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

While this Village Plan emphasizes expanding commercial activity in this Urban Village, it also supports high density mixed-use residential/commercial development. Residents of new housing will support local businesses, acting as a catalyst for more economic and commercial development. This Village Plan does not establish a minimum density for the residential component of a mixed-use development, and a commercial development that only included a small number of residential units could be supported as allowed under General Plan Community Development Policy CD-7.2. Nevertheless, this Village Plan encourages development of mixed-use residential/commercial projects at higher densities, where they can be designed to be compatible with the surrounding neighborhoods.

Land Use Policies

Land Use Policy 1: New fully commercial development is encouraged to be built at a Floor Area Ratio of 2.0 or greater.

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

<u>Land Use Policy 3:</u> A mixed-use residential/commercial project could provide less than the minimum commercial FAR called for in this Village Plan, or potentially no commercial FAR at all, if the existing amount of commercial development exceeds the FAR requirement within the site's given Area, and such that the overall amount of commercial development within the given Area would not drop below the FAR requirement for that Area.

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

<u>Land Use Policy 5:</u> Types of uses in a mix and intensity that support ridership on Bus Rapid Transit (BRT) are strongly encouraged.

<u>Land Use Policy 6:</u> Drive-through uses are not permitted within the Little Portugal Urban Village.

<u>Land Use Policy 7:</u> Auto-oriented uses such as auto repair, automobile sale and rental lots, auto parts sales, and car washes are prohibited.

<u>Land Use Policy 8:</u> Mixed-use residential/commercial projects are encouraged to build at densities of 55 dwelling units to the acre or greater in locations and with designs that are compatible with the surrounding neighborhoods and the policies contained in the Urban Design Chapter.

<u>Land Use Policy 9:</u> The parcel aggregation along Alum Rock Avenue is encouraged to facilitate new development, especially mixed-use residential/commercial development 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.

<u>Land Use Policy 10:</u> A new pedestrian paseo shall be established upon the redevelopment (which would be subject to planning entitlements) of the properties located directly south of the Eastwood Court dead end, as referenced on the Little Portugal Land Use Designation and Height Diagram (Figure 1). This paseo is envisioned as an active space framed by multi-story buildings on either side (where pedestrian entrances to these buildings would face the paseo) containing as ground floor commercial uses (e.g. retail, restaurants with outdoor seating), as envisioned in the Pedestrian Circulation Chapter of this Village Plan.

<u>Land Use Policy 11:</u> To achieve the goal that 25% or more of the units built are deed restricted affordable, with 15% of the units affordable to household with income below 30% of Area Median Income, integrate affordable housing within the Little Portugal Urban Village by prioritizing the application of the City's affordable housing programs within this Village, and by encouraging residential development to include deed restricted affordable units

within a given project, as stated in General Plan Policy IP-5.1, as may be amended in the future.

URBAN DESIGN

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

The quality of urban design, including both the architecture and materials used in new buildings, as well as the massing and placement of the buildings in relationship to the street, each other, and the surrounding neighborhood, will play a critical role in making Little Portugal a great place. If successful, high-quality urban design in Little Portugal Urban Village (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 Village Plan provides urban design policies and actions intended to achieve the Urban Design goal by encouraging development that is of high quality and lasting design, pedestrian-oriented, and urban in scale, with buildings envisioned to be between three and five stories. At the same time, this Village Plan includes design parameters to ensure that urban development along Alum Rock Avenue is compatible with and accessible to the surrounding neighborhoods.

A. BUILDING HEIGHT

The surrounding community has expressed support for the redevelopment of the existing, predominately single-story commercial buildings along Alum Rock Avenue with multi-story commercial or mixed-use development. However, the surrounding neighborhood is largely composed of one-story single-family homes, with a few duplexes interspersed. As the Urban Village redevelops, it will be critical to ensure that buildings do not overwhelm the adjacent homes and that they maintain sufficient rear setbacks adjacent to this lower-density residential development. To ensure neighborhood compatibility, this Village Plan establishes the maximum height limits and “step down” policies for new development along Alum Rock Avenue. Height limits for each of the Areas are shown in the Little Portugal Land Use Designation and Height Diagram (Figure 1).

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

variation in roof lines and to accommodate mechanical equipment such as elevator shafts, non-habitable architectural projections, building heights can exceed the 70 foot and 55 height limits as allowed in Building Height Policy 3.

Building Height Policies

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

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

Building Height Policy 3: Limited projects of non-habitable architectural projections, and mechanical and equipment rooms, and architectural special treatments (e.g., chimneys, weather vanes, cupolas, pediments, etc.) shall be permitted to project above the maximum height limit as allowed per San José Municipal Code Section 20.85.040, as may be amended in the future. Mechanical and building equipment shall not be visible from the surrounding streets, and shall be set back from the rood edge and/or by screened with architectural elements.

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

Building Height Policy 5: The height limit for any portion of a new development within 20 feet of a shared property line containing an existing duplex is 45 feet. For portions of a property within 50 feet of duplex or multi-family residential properties, building heights can then increase by one vertical foot for every one linear foot of additional setback from the shared property line.

B. ARCHITECTURE

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

Architecture Policies

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

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

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

Architecture Policy 4: New development should include decorative elements on building façades and entryways, and are encouraged to integrate unique, artisan and artist-designed elements into façades and public spaces that contribute to a Mediterranean or other similar architectural style.

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

Architecture Policy 6: Larger buildings should include changes in building plane and roof lines to reflect individual units or tenant spaces so that the overall building mass is broken down and is viewed as several small buildings. Buildings wider than 75 feet should be subdivided into portions or segments that read as distinct volumes, like a series of building fronts, of a maximum 50 feet in width.

C. STREET FRONTAGE

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

Street Frontage Policies

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

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

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

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

<u>Street Frontage Policy 5:</u> The installation of awnings and canopies is encouraged in commercial areas to create shelter and shade for pedestrians. Bulky awnings that obscure views of building façades are discouraged.

<u>Street Frontage Policy 6:</u> The use of tinted and reflective windows on the ground floor is discouraged.

<u>Street Frontage Policy 7:</u> All ground floor commercial space fronting on Alum Rock Avenue, should have at least one primary building entrance along and accessible from the adjacent sidewalk.

D. SETBACKS AND BUILDING PLACEMENT

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

Many of the buildings in Little Portugal, largely built 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 Village Plan envisions significantly denser development than the one- and two-story commercial buildings that currently exist, new development should replicate the existing pedestrian-oriented setbacks, building placement and site design of many of these older commercial buildings.

Setback Policies

<u>Setback Policy 1:</u> New buildings along Alum Rock Avenue should be built adjacent to the sidewalk, with zero or minimal front and side street setbacks for the majority of the front or side building façades.

<u>Setback Policy 2:</u> 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 15 feet; (2) provide one or more recessed pedestrian entries at the ground level; (3) a plaza; (4) to accommodate pedestrian

ramps for compliance with the Americans with Disabilities Act (ADA); or (5) residential balconies at the elevation of the second finished floor or above.

<u>Setback Policy 3:</u> Parking lots or structures should be located behind buildings or underground, and surface parking should not be located directly adjacent to Alum Rock Avenue.

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

E. GATEWAYS

As a neighborhood with a long Portuguese heritage, Little Portugal is a distinct community in San José with a rich history. However, the existence of this community is often not known to many in the City, and presently there are few identifiers along Alum Rock Avenue to inform people that they are traveling through Little Portugal. This Village Plan recommends a gateway or gateway element at the eastern end of the Village to announce arrival in Little Portugal. This Plan does not propose a gateway on the western end of the Village, adjacent to US Highway 101, because Little Portugal historically straddles both sides of US Highway 101, with its western boundary roughly located at the intersection of East Santa Clara and 24th Street. The community did not want to create a Gateway in the middle of the Little Portugal community, which could convey that the traditional Little Portugal area only included the portion on the east side of US Highway 101.

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

All community identification and wayfinding signage and systems must conform with the City Council Policy 9-3, Community Identification Signs and Wayfinding.

Gateway Policy

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

The following action item is contingent upon receipt of future funding.

Gateway Actions

Gateway Action 1: In collaboration with the community, pursue grant and other funding opportunities to support the construction of the Gateway or individual Gateway elements.

Gateway Action 2: Work with neighborhood residents and surrounding property and business owners to develop a design for the Gateway that is consistent with the community's vision and City Council Policy 9-3, Community Identification Signs and Wayfinding. As part of the design process, consider the inclusion of unique architectural and/or artist-designed gateway elements, landscaping, signage, sculpture, and/or decorative columns.

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

STREETSCAPE

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

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

A. STREET TREES

Street trees provide many benefits to an urban corridor. Street trees make an area more attractive, contributes towards the corridor's positive identity and, 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 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 reduce speed. Trees, large canopy trees in particular, produce shade which can reduce building energy costs by naturally reducing the need for air conditioning. Trees improve air quality by filtering particulates from the air.

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

in a Mediterranean climate, and could potentially become the signature tree of Little Portugal.

Street Tree Policy

Street Tree Policy 1: *Maintain, and expand where possible and appropriate, the existing street tree canopy along Alum Rock Avenue by planting additional street trees.*

B. STREETSCAPE AMENITIES

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

Due to city budget limitations, it is not anticipated that the City will be able to provide or directly fund the development or maintenance of most of the amenities identified by the community through use of its general funds.

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

Streetscape Policies

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

The following action item is contingent upon receipt of future funding.

Streetscape Action

Streetscape Action 1: *Work with businesses, property owners and the surrounding community to refine and prioritize which streetscape amenities should be developed, through the Urban Village Implementation and Amenities Framework.*

C. PUBLIC ART

Public art throughout the Little Portugal Urban Village can play a key role in reinforcing the visual identity of the area, celebrating its diverse cultural history, and providing significant added value to both public infrastructure and private development. Public art could occur as standalone art pieces; however, public art in Little Portugal is envisioned to be integrated into the streetscape and buildings and to play a functional and not just aesthetic role. Examples of functional public art include street furniture, street or building lighting, paving treatments, bicycle racks, tree guards and grates, and gateway elements such as columns and landscaping. While this Village 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 José 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 has negotiated with the Valley Transportation Authority (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, not just to this Urban Village or to all Urban Villages and other growth areas. Regardless of how widely such a funding tool would apply, the funds collected in a given area would need to be spent within that area.

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

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

Public Art Policies

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

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

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

The following action item is contingent upon receipt of future funding.

Public Art Action

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

PEDESTRIAN CIRCULATION

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

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

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

A. SIDEWALKS

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

As on Alum Rock Avenue, wide sidewalks should be maintained, or established where necessary, along portions of 33rd and 34th Streets, and King Road that are within the Urban

Village. The desired minimum combined sidewalk and park strip width on these street segments is 12 feet, narrower than the minimum width on Alum Rock Avenue, given that the level of pedestrian traffic is anticipated to be less. The existing sidewalk width on these side streets is currently between 8 and 16 feet measured from the curb inward and including the park strip area. In locations where sidewalks will need to be widened, new development on adjacent properties would need to be set back from the street, with the setback area paved to match the sidewalk in the public right-of-way.

Sidewalk Policies

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

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

B. NEW AND EXISTING PEDESTRIAN CONNECTIONS

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

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

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

The pedestrian connection to Alum Rock Avenue from South 31st also should be maintained and enhanced. Because there is a short segment of sidewalk just south of Alum Rock Avenue and adjacent to the 101 off-ramp that is currently missing on South 31st Street, the sidewalk on South 31st Street jogs from the eastside of the street to the west side of the street. The area that contains the missing sidewalk segment is fenced off and used by an adjacent private property in one location, and in the other is used for parking and circulation for the adjacent commercial development at the corner of Alum Rock Avenue and 31st Avenue. The City should construct this missing segment of sidewalk as opportunities arise, requiring dedication or an easement for a sidewalk when the properties redevelop or make significant site improvements requiring planning entitlements.

Pedestrian Connection Policies

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

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

Pedestrian Connection Policy 3: A new paseo connection between the south end of Eastwood Court and Alum Rock Avenue should be designed as an active and inviting space with building entrances and windows addressing the paseo and with opportunities for outdoor seating areas.

The following action item is contingent upon receipt of future funding.

Pedestrian Connections Action

Pedestrian Connection Action 1: With the redevelopment of surrounding properties establish a new pedestrian paseo between the end of Eastwood Court and Alum Rock Avenue.

C. PEDESTRIAN ENHANCEMENTS

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

1. CORNER CURB BULB-OUTS

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

Corner Bulb-Out Policy

Corner Bulb-Out Policy 1: 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 (BRT).

2. CROSSWALKS

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

The following action item is contingent upon receipt of future funding.

Crosswalk Action

Crosswalk Action 1: Install wide and highly-visible crosswalks across and along Alum Rock Avenue to contribute to an attractive streetscape and a comfortable walking environment.

3. PEDESTRIAN REFUGE AREAS AND ROADWAY MEDIANS

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

The community identified as a priority, the installation of pedestrian refuge islands and a landscaped median on King Road at its intersection with Alum Rock Avenue. King Road presently has a narrow median island on both the north and south legs of the intersection. The medians are not landscaped and do not extend to the crosswalks. In order to install a wider landscaped island and pedestrian refuge islands at this location, additional public

right-of-way would need to be acquired. Both improvements could be explored in the future, as funding opportunities are identified.

The following action item is contingent upon receipt of future funding.

Pedestrian Refuge Areas and Roadway Medians Action

Pedestrian Refuge Areas and Roadway Medians Action 1: As funding opportunities are identified, explore the installation of a pedestrian refuge and landscaped median in the center of King Road at the intersection with Alum Rock Avenue, and then install if feasible and as funding is secured.

PARKING

<u>Parking Goal:</u> 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 Alum Rock corridor, and the overall vitality of the Little Portugal Urban Village.

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

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

The parking policies included in this Village 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 Village Plan includes strategies to more efficiently manage both the off-street and on-street parking supply to ensure that the demand for parking by customers, residents and employees is appropriately met.

One potential strategy to better manage the existing parking supply is to install parking meters. Parking meters, if priced correctly, can ensure that a portion of the on-street parking supply is always available for customers. To ensure that that customers are not parking in the adjacent neighborhoods or are discouraged from shopping in the Little Portugal Urban Village, the cost of parking should be set at a low price; however this price must also be set 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 Urban 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 Village 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 a.m. to 5 p.m. during the weekday, and restaurants often need more customer parking on week nights after 6 p.m. 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 Village 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 José'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 an off-street parking facility, given the small size of the Urban Village and the limited number of properties and/or businesses that could potentially contribute.

Parking Policies

Parking Policy 1: Encourage new residential and non-residential development to provide no more than the minimum number of parking spaces required by the Zoning Code, as may be amended in the future.

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

Parking Policy 3: *Encourage the sharing of parking between uses that have different peaks in parking demand throughout the Urban Village area within reasonable walking distance between the use that requires the parking and the off-site parking arrangement location.*

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

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

The following action items are contingent upon receipt of future funding.

Parking Actions

Parking Action 1: *After significant new development occurs along the corridor, work with residents, and property and business owners to explore installing parking meters along Alum Rock Avenue, as well as along the portions of the cross streets within the Urban Village boundary.*

Parking Action 2: *With the installation of parking meters in the Little Portugal Urban Village, work with property and business owners to explore establishment of a Parking Improvement District and identify ways to manage and spend parking revenue within the District.*

Parking Action 3: *As funding opportunities arise, proactively install bicycle parking in the public right-of-way in front of existing development.*

URBAN PLAZAS AND TRAILS

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

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

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

A. URBAN PLAZAS

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

size of private but publicly-accessible plazas should be 2,000 square feet. 2,000 square feet would provide sufficient space for street furniture, trees and landscaping, public art, and small community gatherings or events.

Outside of Downtown and Santana Row, few urban plazas have been successfully developed in San José. Because of capital, operational and maintenance constraints, the City is not likely to finance construction of plazas within the Little Portugal and other Urban Villages. Urban plazas would need to be developed and maintained by private developers and private associations and organizations. The City and the community will need to work with private developers, as projects are proposed, to facilitate the development of public plazas, including any public art requirement. The City's Parkland Dedication Ordinance (PDO) requires that new residential or mixed-use residential commercial development either dedicates land for public parks, pay an in-lieu fee of dedication, construct new park facilities, or provide a combination of these options. 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 percent 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 Village Plan supports locating publicly-accessible plazas in any location along Alum Rock Avenue, the community's preference is for a plaza at the northwest corner of Alum Rock Avenue and King Road, kitty-corner from the Mexican Heritage Plaza. A plaza at this location could contribute towards a Gateway to Little Portugal and, have good visibility at the intersection of two major roadways. It could contribute towards the area's strong, positive, and unique identity. The heavy volumes of automobile traffic on the two (Alum Rock Avenue and King Road) adjacent major arterials will present a challenge in designing a community space that will be inviting and usable by pedestrians, including mitigation of the noise from passing traffic.

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

Urban Plaza Policy

Urban Plaza Policy 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.

B. FIVE WOUNDS TRAIL

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

Completion of the Five Wounds Trail is a priority for the community, and design concepts for the Trail were developed in the BART Station Area Community Concept Plan. While the Five Wounds Trail is located across US Highway 101 and is not immediately adjacent to the Little Portugal Urban Village, the trail is intended to be a regional trail facility that would provide recreational opportunities and an improved bicycle transportation corridor for people living and working within and adjacent to this Urban 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 Little Portugal Urban Village. This Village Plan recommends consideration of a reserve fund where PDO monies collected could be earmarked for the future development of the Five Wounds Rail Trail. Upon evaluation of priority park projects as park fees are collected within the vicinity of the Little Portugal Urban Village, the Director of Parks, Recreation and Neighborhood Services could recommend establishment of a Five Wounds Trail reserve within the Parks Trust Fund with the intent to develop the Five Wounds Trail.

It must be noted that the Five Wounds Tail 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.

The following action items are contingent upon receipt of future funding.

Trail Actions

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

Trail Action 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

This Chapter provides the framework for the implementation of the Little Portugal Urban Village Plan (Village Plan). The private development community will play a key role in the implementation of this Village Plan as it relies on development investment within the Village Plan area to achieve the identified improvements and many of the Village Plan's goals. While some sites in the Village Plan may generate early development interest, others could take significantly longer and implementation of the entire Little Portugal Urban Village (Urban Village) could take many years. Continued community interest and political will is needed for the Urban Village to become the engaging, mixed-use, walkable, bikeable, and well-designed neighborhood that creates the sense of place that is envisioned in the Village Plan.

The City of San José (City) does not have the level of resources needed to achieve the capital improvements identified in this Village Plan.

Implementation topics covered in this Chapter include:

- Consistency with the Envision San José 2040 General Plan
- Land Use Regulation
- Zoning
- Affordable Housing
- Implementation Priorities, Policies, and Actions

Consistency with the Envision San José 2040 General Plan

The Little Portugal Urban Village Plan is consistent with the Envision San José 2040 General Plan (General Plan), and furthers implementation of the General Plan's Urban Village Major Strategy. The Urban Village Major Strategy was established as the policy framework to focus new job and housing growth to create walkable and bike friendly urban villages with good access to transit, services, amenities, and other existing infrastructure and facilities.

This 18-acre area is considered one of the main connections between East San José and the adjacent East Santa Clara, Roosevelt Park, 24th & William, and Five Wounds Urban Villages, and the City's Downtown. East Santa Clara Street is one of seven "Grand Boulevards," which stands out as having great potential to connect City neighborhoods and to contribute to the City's overall identity through cohesive design. Due to its importance as a major transportation route, and because of the land uses it supports, this Grand Boulevard plays an important role in shaping the City's image for its residents, workers, and visitors with the potential to act as a major urban design catalyst at a citywide scale. The Valley Transportation Authority's (VTA) Bus Rapid Transit (BRT) service runs down East Santa Clara

Street, connecting East San José to Downtown San José's Diridon Station, and then continuing northwest along El Camino Real to Palo Alto. Given this location and access to transit, the Little Portugal Urban Village area is anticipated to experience significant new development and growth in the coming years.

Land Use Regulation

The Little Portugal Village Plan is a long-term plan for new development within the Village Plan area and has the same implementation timeframe as the General Plan. New development within the boundaries of the Urban Village must conform to the standards included in this Village Plan, the most important of these standards being land use. The City of San José has the following two primary land use controls (among others such as specific plans, area development plans, etc.) that guide future development: 1) General Plan Land Use Designations, and 2) Zoning Districts found in Title 20 of the Municipal Code. With the adoption of this Village Plan, the land use designations identified on the Land Use Diagram of this document are also incorporated into the General Plan Land Use/Transportation Diagram. Any future changes to the land use designation in the Village Plan will require an amendment to the General Plan Land Use/Transportation Diagram.

The General Plan land use designation identifies locations, types, and intensities of future development. New development is required to conform to the General Plan land use designation, which may require a rezoning of the property as part of the entitlement process for a proposed project; this Village Plan does not change the Zoning Districts to be consistent with the land use designations in this Village Plan and the General Plan.

Zoning

Rezoning may be required for consistency with the land use designations.

Affordable Housing

Providing more affordable housing is one of the greatest challenges facing San José and providing affordable housing within the Urban Villages is a major goal of the General Plan. In addition, the Village Plan also contains a policy to integrate affordable housing within the Urban Village.

There are both financing and programmatic tools available to increase the amount of affordable housing in San José. The financing tools include Tax Exempt Bond Financing, where developers of mixed-income or 100% affordable rental properties can work with the City to issue tax-exempt bonds, the proceeds of which are administered as loans by conventional lenders. Developers that build 100% income-restricted housing can assemble a

variety of funding sources to finance their project, including federal and State low-income housing tax credits, tax-exempt bond financing, federal project-based rental vouchers, and low-cost "soft" financing subsidies from the City, County, State, and the Federal Home Loan Bank. The availability of some tax credits and most subsidy sources is typically very limited and not predictably available in all locations or at a large scale.

Two programmatic tools that support the development of affordable housing are the City's Inclusionary Housing Ordinance and the Affordable Housing Impact Fee. Developers may satisfy their Inclusionary Housing requirement for market rate rental or for-sale units (when building 20 or more units) by providing a percentage of affordable homes on-site within their projects, or through a variety of developer options including off-site construction of affordable units, payment of the in-lieu fee, dedication of qualifying land in lieu of construction, purchasing surplus inclusionary housing credits from another developer, the acquisition and rehabilitation of existing units, providing deed-restricted units that are available to lower-income households through agreement between the developer and the U.S. Department of Housing and Urban Development, or any combination of these methods that will achieve the requisite amount of affordable housing. Because of litigation over the validity of this ordinance, the City was only able to implement this requirement in 2016 after it prevailed in the lawsuit.

With regards to market-rate rental housing, the City Council adopted the Affordable Housing Impact Fee (AHIF) Program on November 18, 2014, and which took effect on July 1, 2016. AHIF requires new market-rate rental housing developments with between three to 19 rental residential units to currently pay a one-time Affordable Housing Impact Fee as determined by the adopted ordinance, as may be amended in the future. The City will use collected fees to subsidize the development of restricted affordable housing in San José for units serving prescribed income levels. While sources of funding now exist for creating more affordable housing, additional measures are needed to encourage its production.

Urban Village Implementation

This Village Plan proposes a number of improvements to the Urban Village for which the City has some existing funding and implementation tools. The City's established mechanisms, however, are often not sufficient to implement all of the improvements identified in this Village Plan. The public projects/ improvements identified in the Village Plan are listed below with a discussion on existing funding and implementation tools.

Parks and Plazas

The goal of maintaining, enhancing, and expanding parks and plazas within the Plan area is discussed in the Parks, Plazas, and Placemaking Chapter of the Village Plan. Public parks and

plazas are overseen by the City's Department of Parks, Recreation, and Neighborhood Services (PRNS). PRNS has a number of approaches to the development and financing of new public parks and plazas, all of which contribute to the PRNS's Capital Improvement Program (CIP):

- The Parkland Dedication (PDO) and Park Impact (PIO) Ordinances.
- Construction and Conveyance Taxes (C&C).
- Outside funding sources from grants, gifts, and other agencies like the County and State.
- Cooperative and Joint Use Agreements (most often with school districts or other public agencies).
- Bond Funding (when available).

The PRNS CIP implements the Parks and Community Facilities component of the City's adopted Capital Budget, which is approved by Council each June for the following fiscal year. The CIP is comprised of park, trail, and recreation facility projects throughout the City and is planned over a five-year forecast; the most recent 2016-2021 Adopted CIP includes approximately $309 million in open space and park projects. Projects within the CIP are financed through a variety of funding mechanisms, described below. The City is, however, constantly in search of new tools to improve the City's park, trail, and recreational facilities, as well as vital services offered through PRNS.

Streetscape Amenities and Circulation Improvements

Street and public infrastructure projects will need to be financed and implemented through a combination of public and private funding mechanisms. Through the entitlement process for new construction, a developer will be required to plant street trees where they do not exist in front of their development, as well as dedicate right-of-way as necessary for the widening of the sidewalk. In some instances, private developers could propose funding identified improvements because these improvements would add substantial appeal to their projects. Such improvements could include special pedestrian scale streetlights, sidewalk furniture, corner curb bulb-outs, enhanced landscaping or public art. Street improvements could also include Green Infrastructure. Green Infrastructure incorporates stormwater management techniques into the built environment through enhanced landscaping and pervious surfaces rather than channeling water and runoff directly to the storm drain system.

Regional, State and federal funds are another potential funding source for the implementation of streetscape and circulation improvements. These sources do not, however, typically fund all on-going maintenance costs. To fund maintenance costs, as well

as the capital improvement costs for additional services required by new development, a Special Financing District could be formed for the Little Portugal Urban Village.

Public Art

The integration of public art within this Urban Village is a placemaking strategy of the Village Plan. Public art can play a key role in reinforcing the visual identity of the area and add significant value to both public infrastructure and private development.

The City's public art program adds one percent of all eligible City of San José capital project costs towards the design, fabrication and installation of public artwork to enhance the design and add to the character of the community served by its capital improvements. Public art funds within the City are managed by the Public Art Program/Office of Cultural Affairs, and specific projects are implemented in collaboration with stakeholders and capital project managers. Public art 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. For example, VTA funded the public art enhancement program as part of the Bus Rapid Transit project along the East Santa Clara Street and Alum Rock Avenue corridor.

The inclusion of public art and public art maintenance into private development projects is highly encouraged, and is a demonstrated benefit for developers. For this Urban Village to meet its public art goals, additional funding sources or strategies need to be identified.

A Special Financing District, such as a Business Improvement District, which has been established in Downtown San José and the Willow Glen neighborhoods, could be a resource for the creation and maintenance of public art and other amenities.

IMPLEMENTATION PRIORITIES

It is anticipated that there will continue to be strong interest in building new housing in San José and in the Little Portugal Urban Village area. The following is the list of public improvements and amenities that are desired by the community.

Affordable Housing

Market rate projects could provide affordable housing units above and beyond City ordinance requirements, however, these affordable housing units are not considered amenities that can be counted towards the Village Amenity Contribution. Projects that are 100% affordable would not need to provide additional amenities under the Framework, but would need to be consistent with the goals and policies of this Village Plan, and provide at

least the minimum amount of employment/commercial space identified for a given area by the Village Plan.

Five Wounds Trail Improvements

Development of the Five Wounds Trail is a high priority Urban Village Amenity for which there is limited funding. Residential development is encouraged to contribute towards the design and development of the trail. Through the Framework, new development could contribute funds or improvements for the development of the trail or special assistance to the City for acquisition of the trail right-of way, or improve and/or dedicate land for the trail; any of these efforts that are above and beyond the required Parks Impact Fee an Urban Village Amenity Framework option.

Urban Plazas

Fully publicly-accessible urban parks, plazas, and paseos for which there is limited funding are desired in the Village Plan. These spaces are often called Privately-Owned Public Open Space (POPOS). Types of spaces include dog parks and residential open spaces.

Streetscape Amenities

Development projects may build or contribute to upgrades including attractive sidewalks, benches, and trees along its project frontage and beyond. These can include street furniture, pedestrian scale lighting, drinking fountains, historic placards, integrated public art, street banners, and attractive trash and recycling receptacles.

Circulation Improvements

Development projects may build or contribute to circulation improvements like corner bulb-outs, enhanced sidewalks, enhanced crosswalks, and the incorporation of green infrastructure in sidewalks and urban plazas above and beyond standard requirements.

Public Art

To encourage the integration of public art features within the 24th & William Urban Village, development could incorporate publicly viewable private art within the given project, or provide public art or money to fund public art elsewhere within the Urban Village area.

Commercial Development

Should a residential mixed-use project construct commercial space at 50% or more above the minimum commercial space requirement under approved Urban Village Plans, it can be considered as a community amenity.

Special Financing District

Special Financing Districts are established by local businesses and/or property owners as a "special benefit assessment" to fund maintenance and capital enhancements in a District. They can be used for these purposes, and for marketing, small business assistance, maintenance, security services, public art, streetscape improvement and special events.

The following action items are contingent upon receipt of future funding.

Implementation Actions

Implementation Action 1: If, by January 1, 2026, 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 or designee 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: Actively market the Little Portugal Urban Village to potential developers who build urban walkable commercial and mixed-use development.

Implementation Action 3: Develop a Multimodal Transportation and Streetscape Plan for East Santa Clara Street/Alum Rock Avenue, from Coyote Creek to King Road. This Plan should identify the design and location of specific streetscape and other transportation improvements that could be constructed by private development proposals, through the City's CIP program or by outside grant funding.

Implementation Action 4: Actively seek external funding to finance and implement advancement of these Village Plans.