

# Appendix A: Project Area Profile



VTA

Re: Story-Keyes Corridor Complete Streets Study: Project Area Profile

Date: November 2, 2016

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Date: November 2, 2016

To: Brent Pearse, VTA

From: Thomas Kronmeyer and Deepak Sohane, Community Design + Architecture;  
Carrie Modi and Danielle Dai, Fehr & Peers

Re: Story-Keyes Corridor Complete Streets Study: Project Area Profile

This memorandum provides a profile of the demographic information of the Story-Keyes community in addition to related policies and planning recommendations from adopted local and regional documents. The contents of this memorandum will be integrated ultimately into the Story-Keyes Corridor Complete Streets Study existing conditions summary.

## PROJECT AREA DEMOGRAPHICS

This section presents an overview of relevant demographic data for the larger project area context. Information is provided about the larger demographic and neighborhood context within which the study corridor is situated. This context includes the neighborhoods approximately one-quarter mile on either side of the corridor.

### Data Sources

Demographic data for the Story-Keyes Corridor was derived from the MTC/ABAG Plan Bay Area 2040 Equity Analysis<sup>1</sup> and collected for the area within a quarter-mile buffer on either side of the Corridor. The equity analysis provides census tract level information for the San Francisco Bay Area region, including the Story-Keyes corridor area. The MTC/ABAG data was scaled to the larger Corridor Study area by pro-rating census tracts that extend outside the quarter-mile buffer. For example, if only 50% of a census tract fell within the quarter-mile, only 50% of the tract's population figure was counted. The study identifies census tracts in which demographic data meet criteria that define Communities of Concern. Communities of Concern are areas with concentrations of both low-income and minority populations, or in which four or more of the following disadvantage factors apply: minority population, low income, limited English proficiency, zero-vehicle households, seniors 75 and over, population with a disability, single-parent families, and cost-burdened renters (see **Appendix A** for a detailed definition of each of the criteria). Based on the MTC data, the entire larger project area meets the definition of a "Community of Concern".

In addition to these indicators, the American Community Survey 2010-2014 5-year estimates provided additional demographic information on languages spoken at home,

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<sup>1</sup> Source: MTC/AGAG. Plan Bay Area - Equity Analysis Report. July 2013. A-1.  
[http://mtc.ca.gov/sites/default/files/A-04\\_FINAL\\_PBA\\_Equity\\_Analysis\\_Report.pdf](http://mtc.ca.gov/sites/default/files/A-04_FINAL_PBA_Equity_Analysis_Report.pdf). Accessed 20 Sep. 2016.



Philip Erickson, Architect, AIA  
Timothy Rood, AICP, LEED AP ND



350 Frank Ogawa Plaza, 5<sup>th</sup> Flr  
Oakland, California 94612  
Telephone 510.839.4568  
Facsimilie 510.839.4570  
[www.community-design.com](http://www.community-design.com)

age, and means of transportation to work for the corridor. Census tracts including or adjacent to the Story Keyes Corridor were used.<sup>2</sup>

### Demographic Data

Approximately 26,896 people live within a quarter-mile buffer on either side of the Story-Keyes corridor. **Table 1** presents key demographic indicators on the corridor. **Chart 1** highlights the diversity of the corridor through languages spoken at home. Key findings include:

- The corridor is extremely diverse, with 92% of residents identifying as a minority.
- Languages spoken by residents along the corridor is diverse: 54% of people speak Spanish, 16% Vietnamese, 6% Tagalog, 2% Chinese, and 17% speak English only, as presented in **Chart 1**. Approximately a third of the population speak English not at all or not well.
- While almost half of residents along Story-Keyes live at or below the poverty line, many have access to a car for their commute. Only 9% of residents have zero access to vehicles.
- As shown on **Chart 2**, nearly three-quarters (73%) of residents in the Story Keyes Corridor drive alone to work, which is consistent but slightly slower than 78% of San Jose residents citywide. Approximately 4% of residents take transit as a primary mode to work, and 3% use active transportation modes.
- Approximately 28% of residents in the Story Keyes Corridor are 17 years old or younger. Approximately 13% are 65 years or older.<sup>3</sup>
- Over 20% of residents on the corridor report having one or more disability, which is about 5% higher than disabled population citywide.

**TABLE 1: DEMOGRAPHIC INDICATORS**

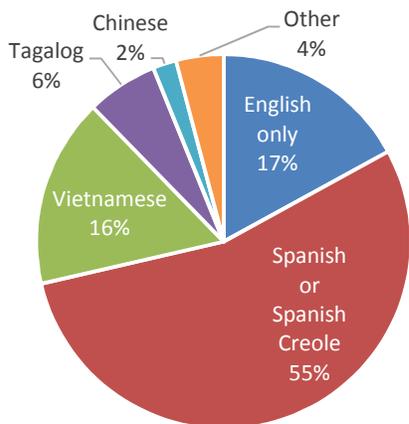
Demographic Indicator and Definition		Story Keyes		City of San Jose	
		N	%	N	%
<i>MTC/ABAG Plan Bay Area 2040 Equity Analysis</i>					
Minority Community	Population identify as either: Black or African-American, Asian, American Indian or Alaska Native, Native Hawaiian or Other Pacific Islander, some other race, two or more races, or Hispanic/Latino of any race.	24,763	92.1	660,736	67.7%
Low-Income Community	Population living below 200% of the federal poverty level. MTC established the 200% of poverty threshold in 2001 to account for Bay Area’s high cost of living.	12,857	47.8	240,564	24.6%

<sup>2</sup> ACS 2010-2014 5-year estimates. Census tracts include: 5031.05; 5031.10; 5031.12; 5031.17; 5034.01; 5034.02; 5035.04; 5035.06; 5035.07; 5036.02; 5037.03; 5040.02.

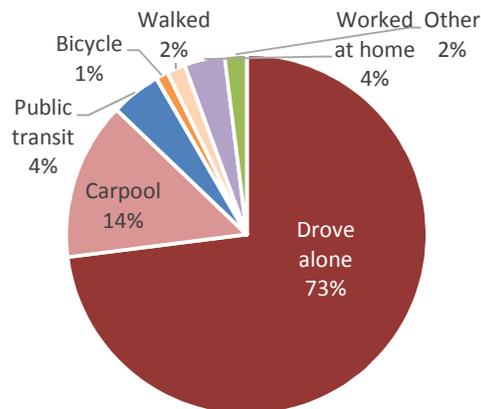
<sup>3</sup> ACS 2010-2014 5-year estimates. Table S0101 (Age and sex), Table B16001 (Language spoken at home by ability to speak English for the population 5 years and over), Table B08301 (Means of transportation to work)

Limited English Proficiency Community	Population that speak English “not well” or “not at all” according to the Census Bureau	8,232	30.6	132,560	13.6%
Zero-Vehicle Households	Households that do not have access to an automobile	580	9.0	49,522	5.1%
Persons with disabilities	Population over the age of 5 with one or more disability	8,232	23.1	177,836	18.2%
Single parent families	Households headed by a single parent with children present	1,711	26.6	147,417	15.1%
Overburdened renters	Population of renters paying more than 50% of their income in rent	1,094	17.0	92,082	9.4%
<i>American Community Survey 2010-2014 5-year estimates</i>					
Youth 17 years and younger	Population under the age of 18	15,292	28.1	236,717	24.0
Seniors 65+	Population over the age of 65	5,012	9.2	107,509	10.9

**CHART 1: LANGUAGES SPOKEN AT HOME**



**CHART 2: MEANS OF TRANSPORTATION TO WORK**



Source: American Community Survey 2010-2014 5-year estimates

## Review of Relevant Planning Documents

Neighborhood, city, and regional planning documents were reviewed for information pertaining to the Story-Keys corridor on the following topic areas:

- Land Use
- Transportation
- Transit /Transit Stops
- Streetscape / Urban Design
- Open Space/Parks

**Table 3** lists the documents reviewed. Summaries of each are presented in **Table 4**, including key recommendations and takeaways, as relevant to the Story-Keys corridor. More detailed information on relevant policies and recommendations is presented in **Appendix B**.

**TABLE 3: REVIEWED DOCUMENTS**

Area	Document Title
County	VTA Transit Sustainability Policy
County	VTA Service Design Guidelines
County	VTA Short Range Transit Plan (SRTP)
County	VTA Transit Passenger Environment Plan
City	Envision San José 2040 General Plan
City	Vision Zero San José
City	Complete Streets Policy
City	Complete Streets Design Guidelines
Neighborhood	2003 Martha Gardens Specific Plan
Neighborhood	2001 East Valley/680 Communities Neighborhood Improvement Plan
Neighborhood	2002 Spartan Keyes Neighborhood Improvement Plan
Neighborhood	Story-Keys NACTO Street Design Workshop

**Table 4 Summary of Reviewed Documents**

Document	Year	Type	Description	Key Takeaways for Story-Keyes Corridor
<b>VTA Transit Sustainability Policy</b>	2007 (adopted)	County	The TSP is a ridership-based policy for efficient and effective expenditure of transit funds by providing a framework for the highest return on investment in terms of public good and ridership productivity.	VTA Line 25, “DeAnza College – Alum Rock Transit Center via Valley Medical Center” is a core bus route serving the Story-Keyes corridor, with about 28.8 boardings per revenue hour. Supporting this core bus line supports key TSP goals such as “improve transit’s role as a viable alternative mode.”
<b>VTA Service Design Guidelines (SDG)</b>	2007 (adopted)	County	The SDG supplements the TSP, and provides a roadmap of actions necessary to effectively operate all modes of transit available in Santa Clara County. The five transit modes considered are community bus, local bus, express bus, Bus Rapid Transit, and light rail transit. Within local bus, VTA operates three route types: primary grid (15-20+ miles), secondary grid (10-15 miles), and feeder (<10 miles).	VTA Line 25 is considered a local bus on the primary grid, which are buses that operate on major corridors linking with major activity centers and regional transit hubs. Minimum facilities shall include: <ul style="list-style-type: none"> <li>• A bus stop pole with line number sign;</li> <li>• ADA accessible dimensions (new and modified stops); and</li> <li>• Concrete pad per VTA criteria</li> </ul>
<b>VTA Short Range Transit Plan FY2014-2023 (SRTP)</b>	2010 (adopted)	County	Prepared by VTA, the SRTP presents an overview of the transit system, service and system evaluation, operating plan, and Capital Improvement Program details. The SRTP serves as the primary justification for state and federal grants for transit operations and capital projects.	No major planned changes for VTA Line 25 documented.
<b>VTA Transit Passenger Environment Plan (TPEP)</b>	2016	County	The Plan explains VTA’s approach to designing and improving bus stops. It establishes guidelines for bus stop elements, prioritizes amenity improvements to high-ridership bus stops, and identifies a new, modern bus stop design for Santa Clara County.	Establishes a new, modern bus stop design for Santa Clara County and provides guidelines for bus stop improvements based on ridership, spatial, and land use context conditions. <p>Guidelines distinguish four classifications of bus stops:</p> <ul style="list-style-type: none"> <li>• Basic (&lt; 40 weekday boardings), accounting for 83% of all stops serving about 20%</li> <li>• Core (40 to 199 weekday boardings)</li> <li>• Major (&gt; 200 weekday boardings)</li> </ul>

				<ul style="list-style-type: none"> <li>Community destination, which are major stops associated with civic buildings or public sites, such as museums, libraries, and parks</li> </ul> <p>TPEP provides guidance for layout of recommended amenities in two primary configurations:</p> <ul style="list-style-type: none"> <li>Along the curbside of the sidewalk, in which case pedestrians pass behind the shelter (Urban Layout).</li> <li>Along the rear of the sidewalk to allow pedestrians to pass in front of the seating or shelter (Suburban Layout).</li> </ul> <p>The document provides many examples for how to layout bus stop improvements under varying local conditions and land use contexts.</p>
<p><b>Envision San José 2040 General Plan</b></p>	<p>2011 (adopted)</p>	<p>City</p>	<p>The General Plan sets forth a vision and a comprehensive road map to guide the City’s continued growth through the year 2040. This legal document is divided into sections that address different aspects of City’s life, with applicable goals, policies, and implementation actions. The General Plan sections include:</p> <ul style="list-style-type: none"> <li>Thriving Community (Overarching City Goals and Policies)</li> <li>Environmental Leadership (Environmental Goals and Policies)</li> <li>Quality of Life (Neighborhood Oriented Goals and Policies)</li> <li>Interconnected City (Land use and Transportation Diagram)</li> <li>Land Use and Transportation (Goals and Policies)</li> </ul>	<p>The Transportation Network Diagram identifies the following three General Plan street types for the corridor:</p> <ol style="list-style-type: none"> <li>Local Connector Street (SR87 to South 1<sup>st</sup> Street) <ul style="list-style-type: none"> <li>Defined as streets with 2 traffic lanes and accommodate low to moderate volumes of traffic</li> <li>Automobiles, bicycles, pedestrians, and trucks prioritized equally</li> </ul> </li> <li>City Connector Street (1<sup>st</sup> Street to US-101) <ul style="list-style-type: none"> <li>Defined as streets that typically have four or six traffic lanes, and would accommodate moderate to high volumes of traffic</li> <li>Automobiles, bicycles, pedestrians, and trucks are prioritized equally</li> </ul> </li> <li>Main Street (US-101 to Capitol Expressway) <ul style="list-style-type: none"> <li>Defined as roadways that play an important commercial and social role for the local neighborhood area, support retail and service activities, and provide an urban street space for social community gathering and recreational activities</li> </ul> </li> </ol>

				<ul style="list-style-type: none"><li>• Typically identified within new planned Growth Areas, and should be “Complete Streets”</li></ul> <p>The General Plan strongly supports creating an environment conducive to walking. The Plan suggests a variety of measures to achieve a safe and comfortable pedestrian environment, including the use of landscaping, lighting, public art, wayfinding signage, seating, trash and recycling receptacles, widened sidewalks, curb extensions, mid-block pedestrian crossings, minimizing driveways and on-street parking as buffers. Specific recommendations include:</p> <ul style="list-style-type: none"><li>• Installing and maintaining attractive and sustainable urban infrastructure and public amenities.</li><li>• Creating streets and public spaces that provide and promote pedestrian activity.</li><li>• Requiring developers to provide pedestrian amenities along project frontages.</li><li>• Prioritizing high-quality pedestrian facilities with high transit use, bicycle and pedestrian activity; and discouraging parking areas located between the front of buildings and the street.</li><li>• Creating a comfortable and safe pedestrian environment.</li><li>• Designing lighting locations and levels to enhance the public realm, promote safety and comfort.</li><li>• Accommodating the needs of elderly populations and persons with disabilities.</li><li>• Encouraging environmental sustainable connections between community destinations.</li><li>• Minimizing driveway entrances to enhance pedestrian safety</li></ul> <p>The General Plan designates areas along certain segments of the Corridor (Willow Street between SR 87 and Graham Avenue; Story Road between Knox Avenue and Capitol Expressway) as a Neighborhood Business District. It recommends preserving, enhancing and revitalizing the commercial areas using</p>
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				streetscape beautification, facade upgrading, business organization activities, business development, and promotional events.
<b>Vision Zero San José</b>	2015	City	Vision Zero is a traffic safety initiative to eliminate deaths and severe injuries on roadways. Vision Zero San José has purposely avoided setting a particular timeline, and instead chosen to pursue Vision Zero goals, as soon as possible (ASAP).	<ul style="list-style-type: none"> <li>• Story Road from Senter Road to Capital Expressway is identified as a “Safety Priority Street.”</li> <li>• The City has completed additional follow-up collision analysis to understand patterns and factors of collisions on this segment of Story Road</li> <li>• The City has drafted recommendations for targeted engineering countermeasures at numerous locations on the segment, which can be integrated into the Story-Keyes corridor concept plans</li> </ul>
<b>City of San José Complete Streets Policy</b>	2015 (adopted)	City	The City amended the Circulation Element of Envision San Jose 2040 General Plan with complete streets language, following California Government Code Section 65302 and the California Complete Streets Act of 2008.	San Jose’s Circulation Element “must plan for a balanced, multimodal transportation network that meets the needs of all users of streets, roads, and highways for safe and convenient travel in a manner that is suitable to the rural, suburban, or urban context of the general plan. The statute defines all “users of streets, roads, and highways” as “bicyclists, children, persons with disabilities, motorists, movers of commercial goods, pedestrians, users of public transportation, and seniors.”
<b>City of San José Complete Streets Design Guidelines (draft)</b>	2017 (draft)	City	This document utilized the General Plan typologies and defines complete streets design guidance corresponding to each typology. The Design Guidelines include detailed guidance for pedestrian, transit, biking, and auto facilities.	The document contains design guidance information that will be relevant as alternatives are selected and concept plans are prepared for the study.
<b>Tamien Station Area Specific Plan</b>	1995 (adopted)	Neighborhood	The specific plan provides detailed policy direction for the Tamien Station area, which is situated by the Light Rail Station by the Guadalupe Corridor and the Tamien Caltrain station.	The station area plan has policies that are supportive of biking and walking access to the light rail station, and the SR 87 Bikeway, which connects Willow Street to Tamien Station and on to Curtner Station area.

<p><b>Martha Gardens Specific Plan</b></p>	<p>2003 (adopted)</p>	<p>Neighborhood</p>	<p>The Specific Plan establishes a framework for redevelopment of the Martha Gardens area, located south of Downtown San José, on the south edge of Interstate 280. The Plan seeks to restore a more balanced distribution of traffic through the area, establish traffic calming measures throughout, and provide compelling encouragement for walking and biking as alternatives to driving.</p>	<p>The Specific Plan includes Keyes Street, from S 1<sup>st</sup> Street to S 6<sup>th</sup> Street. Key objectives for improved circulation include:</p> <ul style="list-style-type: none"> <li>• Provide vehicular and pedestrian connections among neighborhoods: Martha Gardens, Washington, Spartan Keyes, and Hollywood/Humboldt.</li> <li>• Calm traffic.</li> <li>• Maintain, enhance, and improve pedestrian orientation and connections.</li> </ul> <p>Proposed design improvements include:</p> <ul style="list-style-type: none"> <li>• Street right-of-way standard should include features such as wide sidewalks (minimum 15 feet including parkstrip or tree wells, preferably 20 feet), large canopy street trees, enhanced and/or signalized crosswalks, curb bulbouts to shorten crossing distances where appropriate, pedestrian-scale lighting, trash receptacles, optional sitting areas, and careful coordination with outdoor activities approved for adjacent private businesses.</li> <li>• Two-way street conversions for S 2<sup>nd</sup> and S 3<sup>rd</sup> Streets</li> <li>• The segment of S 4<sup>th</sup> Street railroad right-of-way located south of Keyes Street should be converted to a Neighborhood Street, connecting with west segments of Humboldt Street and Hollywood Avenue. The new street, called Rose Place, would be a Pedestrian Emphasis Public Street.</li> </ul> <p>The Specific Plan has several detailed recommendations and design policies for development along Keyes Street, which include: setbacks for various land uses, encroachments, parking access and frontage treatments; street lighting, street trees and landscaping. The Plan also identifies locations with specific issues, such as the absence of sidewalks, lack of adequate lighting and others. Recommendations to address identified issues include:</p> <ul style="list-style-type: none"> <li>• Promoting a continuous street frontage by building to the setback line for at least 75% of the parcel boundary.</li> </ul>
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				<ul style="list-style-type: none"> <li>• Providing at least 15 feet of minimum setback to support Keyes Street’s role as a neighborhood-serving commercial street.</li> <li>• Using complementary paving material on setbacks along Keyes Street.</li> <li>• Maintaining a minimum clear path of eight feet at all times taking into account street landscaping, lighting and furnishing.</li> <li>• Limiting surface parking to a maximum of two bays wide, or 120 feet along the street frontage, and landscaping with one tree for every four cars.</li> <li>• Encouraging on-street parking on Keyes Street to serve the commercial businesses and their customers.</li> <li>• Installing pedestrian scale lighting within the park strip.</li> <li>• Planting street trees within the park strips at a spacing of approximately twenty-five feet.</li> <li>• Installing bulb outs to accommodate landscaping and drought tolerant ground cover.</li> </ul>
<b>East Valley/680 Communities Neighborhood Improvement Plan</b>	2001	Neighborhood	The Plan is part of the City of San José’s Strong Neighborhoods Initiative (SNI) to build clean, safe, and attractive communities with strong, independent, and capable neighborhood organizations. The East Valley/680 Communities SNI planning area is comprised of ten residential neighborhoods located east of downtown San José.	<p>The Plan includes Story Road, from Knox Avenue to E Capitol Expressway. High Priority Improvement projects include:</p> <ul style="list-style-type: none"> <li>• Preserve and improve the Tropicana Shopping Center at the Story and King intersection</li> <li>• Traffic calming program, such as special paving, raised crosswalks, diagonal diverter, and bollards to address safety and speeding.</li> <li>• Sidewalk repair and installation</li> </ul>
<b>Spartan Keyes Neighborhood Improvement Plan</b>	2002	Neighborhood	As Plan promotes a vision that unifies the disparate residential areas of Spartan Keyes into a safer, more liveable, and truly unique neighborhood. The Plan is part of the City of San José’s Strong Neighborhoods Initiative (SNI).	<p>The Plan includes Keyes Street, from 1<sup>st</sup> St to Senter Road. Streetscape improvements are proposed all along Keyes Street, which is also designated as a bike/pedestrian corridor. Improved pedestrian crossings are identified at the following intersections:</p> <ul style="list-style-type: none"> <li>• Keyes St and S. 7<sup>th</sup> St</li> <li>• Keyes St and S. 10<sup>th</sup> St</li> </ul>

				<ul style="list-style-type: none"><li>• Keyes St and S. 11<sup>th</sup> St</li></ul> <p>The Plan includes several policies that outline the vision of Keyes Street as a mixed-use street that features street trees, pedestrian scale lighting and site furnishings, such as bus stop benches and trash receptacles. Key recommendations include:</p> <ul style="list-style-type: none"><li>• Encouraging relocation of auto-related and light industrial businesses.</li><li>• Promoting neighborhood-oriented commercial uses along Keyes Street.</li><li>• Orienting uses to the Keyes Street sidewalks to promote retail continuity and an active pedestrian environment.</li><li>• Providing public streetscape improvements to facilitate the transformation of the area into a pedestrian-friendly neighborhood.</li><li>• Integrating parking and servicing facilities within development sites</li><li>• Developing Keyes Street and South Second Street with a mix of uses that provide extended hours of occupation and use, and a greater diversity of activities in this area.</li><li>• Reusing Herbert Packing warehouse for neighborhood-oriented uses</li><li>• Improving local vehicular and pedestrian access while reducing through traffic in the neighborhood.</li><li>• Improving the appearance and physical condition of streets.</li><li>• Improving visibility of pedestrian crosswalks</li><li>• Improving street lighting to increase pedestrian safety and visibility.</li><li>• Adding street trees to improve streetscape appearance</li></ul>
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<b>Story-Keys NACTO Street Design Workshop</b>	2015	Neighborhood	VTA, City of San Jose, and Caltrans sponsored a two-day design charrette on the NACTO Urban Street Design and Urban Bikeway Design Guides. Planners, engineers, and other stakeholders studied the Keyes Street corridor, which is a mix of residential, light industrial, and commercial land uses.	Workshop attendees drafted design concepts to improve safety on the Story-Keys Corridor, focusing on the following segments: <ul style="list-style-type: none"><li>• Graham Avenue at Goodyear Street to 5<sup>th</sup> Street at Keyes Street</li><li>• Keyes Street between 3<sup>rd</sup> Street and 5<sup>th</sup> Street</li><li>• Keyes Street between 10<sup>th</sup> Street and 11<sup>th</sup> Street</li></ul> Recommendations include pedestrian safety improvements, such as high-visibility crosswalks, bulb-outs, and removing pork chop islands..
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## **Appendix A: MTC/ABAG Plan Bay Area 2040 Equity Analysis Variable Definitions**

### **Minority Community**

A minority community is defined as having 70% or more residents who are members of any of the following groups defined by the Census Bureau: Black or African-American, Asian, American Indian or Alaska Native, Native Hawaiian or Other Pacific Islander, some other race, two or more races, or Hispanic/Latino of any race.

### **Low-Income Community**

A low income community is defined as having 30% or more residents who are identified by the Census Bureau as being below 200% of the federal poverty level. MTC established the 200% of poverty threshold in 2001 to account for the Bay Area's high cost of living; the Census Bureau does not adjust the poverty level for different parts of the continental U.S. with different costs of living to factor into the varying affordability of basic necessities.

The Census Bureau establishes poverty status based on a combination of both household size and income. As of 2010, the 200% threshold represents a household income of roughly \$22,000 a year for a single person living alone, and \$44,000 a year for a family of four. The definition of a low-income community based on the Census Bureau's characterization of populations in relation to poverty thresholds is distinct from the definition of a low-income household described under "income-based analysis" above.

### **Limited English Proficiency Community**

A Limited English Proficiency community is defined as a community where 20% or more of residents speak English "not well" or "not at all" according to the Census Bureau.

### **Zero-Vehicle Households**

A concentration of zero-vehicle households is defined as a community where 10% or more of households do not have access to at least one vehicle according to the Census Bureau.

### **Seniors 75+**

A concentration of seniors is defined as a community where 10% or more of residents are age 75 and over according to the Census Bureau. Although area-specific data on driving habits, mobility, and travel independence by specific ages is not available, age 75 was chosen to approximate a point at which seniors' mobility and independence may soon begin or have already begun to diminish relative to that of younger adults.

### **Persons with Disabilities**

A concentration of persons with disabilities is defined as a community where 25% or more of persons over the age of 5 has one or more disabilities according to the Census Bureau. Because the Census Bureau redefined how questions regarding disability are asked in 2008, data for this definition is from the 2000 Census, the most recent year that disability data is available at the tract level.

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### **Single-Parent Families**

A concentration of single-parent-family households is defined as a community where 20% or more of family households are headed by a single parent with children present. Inclusion of this group is intended to capture households with unique economic vulnerability, as well as distinct travel needs and patterns from other household types.

### **Overburdened Renters**

A concentration of overburdened renters is defined as a community where 15% or more of occupied housing units (including both renters and owners) are occupied by renters paying more than 50% of their income in rent. This definition is also incorporated into the Displacement Risk equity measure described in the following section on performance measures.

## Appendix B: Relevant Policies

### Corridorwide Applicable Policies, Goals, and Guidance

#### Land Use

Document Name	Key Policy, Goal, Action or Information
Envision San José 2040 General Plan	LU-1.1 Encourage Walking. Create safe, attractive, and accessible pedestrian connections between developments and to adjacent public streets to minimize vehicular miles traveled. (Chapter 6: Land Use and Transportation, P. 5)
	LU-5.5 Encourage pedestrian and vehicular connections between adjacent commercial properties with reciprocal-access easements to encourage safe, convenient, and direct pedestrian access and “one-stop” shopping. Encourage and facilitate shared parking arrangements through parking easements and cross-access between commercial properties to minimize parking areas and curb-cuts. (Chapter 6: Land Use and Transportation, P. 11)
	CD-1.8 Create an attractive street presence with pedestrian-scaled building and landscaping elements that provide an engaging, safe, and diverse walking environment. (Chapter 4: Quality of Life, P. 11)

#### Transportation

Document Name	Key Policy, Goal, Action or Information
Envision San José 2040 General Plan	<p>General Plan’s Transportation Network Diagram identifies the following three General Plan street types for the Story-Keyes Complete Streets Corridor:</p> <ol style="list-style-type: none"> <li>1. Local Connector Street (SR87 to South 1st Street)</li> <li>2. City Connector Street (1st Street to US-101)</li> <li>3. Main Street (US-101 to Capitol Expressway)</li> </ol> <p>Local Connector Streets are defined as streets that have 2 traffic lanes, and would accommodate low to moderate volumes of through traffic within the City. Automobiles, bicycles, pedestrians, and trucks are prioritized equally in the roadway.</p> <p>City Connector Streets are defined as streets that typically have four or six traffic lanes, and would accommodate moderate to high volumes of through traffic within and beyond the City. Automobiles, bicycles, pedestrians, and trucks are prioritized equally in this roadway type.</p> <p>Main Streets are defined as roadways that play an important commercial and social role for the local neighborhood area, support retail and service activities, and provide an urban street space for social community gathering and recreational activities. Main Street locations are typically identified within new planned</p>

	<p>Growth Areas, and should be “Complete Streets”, designed and operated to enable safe, attractive and comfortable access and travel for all users.</p>
	<p>TR-1.1: Accommodate and encourage use of non-automobile transportation modes to achieve San José’s mobility goals and reduce vehicle trip generation and vehicle miles traveled (VMT). (Chapter 6: Land Use and Transportation, P. 35)</p>
	<p>TR-1.5: Design, construct, operate, and maintain public streets to enable safe, comfortable, and attractive access and travel for motorists and for pedestrians, bicyclists, and transit users of all ages, abilities, and preferences. (Chapter 6: Land Use and Transportation, P. 35)</p>
	<p>TR-1.10 Require needed public street right-of-way dedication and improvements as development occurs. The ultimate right-of-way shall be no less than the dimensions as shown on the Functional Classification Diagram except when a lesser right-of-way will avoid significant social, neighborhood or environmental impacts and perform the same traffic movement function. Additional public street right-of-way, beyond that designated on the Functional Classification Diagram, may be required in specific locations to facilitate left-turn lanes, bus pullouts, and right-turn lanes in order to provide additional capacity at some intersections. (Chapter 6: Land Use and Transportation, P. 36-37)</p>
	<p>TR-1.13 Reduce vehicle capacity on streets with projected excess capacity by reducing either the number of travel lanes or the roadway width, and use remaining public right-of-way to provide wider sidewalks, bicycle lanes, transit amenities and/or landscaping. Establish criteria to identify roadways for capacity reduction (i.e., road diets) and conduct engineering studies and environmental review to determine implementation feasibility and develop implementation strategies. (Chapter 6: Land Use and Transportation, P. 37)</p>
	<p>TR-2.2 Provide a continuous pedestrian and bicycle system to enhance connectivity throughout the City by completing missing segments. Eliminate or minimize physical obstacles and barriers that impede pedestrian and bicycle movement on City streets. Include consideration of grade-separated crossings at railroad tracks and freeways. Provide safe bicycle and pedestrian connections to all facilities regularly accessed by the public, including the Mineta San José International Airport. (Chapter 6: Land Use and Transportation, P. 38)</p>
	<p>TR-2.3 Construct crosswalks and sidewalks that are universally accessible and designed for use by people of all abilities. (Chapter 6: Land Use and Transportation, P. 38)</p>
	<p>TR 5.1 Develop and maintain a roadway network that categorizes streets according to function and type, considers the surrounding land use context, and incorporates the concepts of “complete streets.” (Chapter 6: Land Use and Transportation, P. 43)</p>

## Transit

Document Name	Key Policy, Goal, or Guidance
VTA Short Range Transit Plan FY 2014-2023	<p>Strategic Plan Goal #2. Improve Mobility and Access: VTA will invest resources and services in areas with greatest need to enhance the quality of life of all residents, including vulnerable populations. VTA will provide a selection of transportation modes to attract choice riders, as well as promote the economic vitality of our region.</p> <p>Strategic Plan Goal #3. Integrate Transportation and Land Use: VTA will advance the principles and practices in the Community Design and Transportation Program and promote transit-oriented and pedestrian development in the County.</p> <p>Strategic Plan Goal #4. Enhance Customer Focus: VTA will put customers first by providing safe, reliable, demand-driven service that reflects community input and promotes the benefits of transit.</p> <p>Strategic Plan Goal #6. Build Ridership on Transit System: Increase VTA's operating efficiency, reduce road congestion and promote sustainability.</p> <p>Transit Sustainability Policy (TSP) Goals:</p> <ul style="list-style-type: none"> <li>• Improve System Ridership, Productivity, and Efficiency</li> <li>• Improve Farebox Recovery</li> <li>• Improve Transit's Role as a Viable Alternative Mode</li> <li>• Use Transit Investments and Resources More Effectively</li> </ul>

## Streetscape Design / Urban Design

Document Name	Key Policy, Goal, Action or Information
Envision San José 2040 General Plan	<p>CD-1.2 Install and maintain attractive, durable, and fiscally- and environmentally sustainable urban infrastructure to promote the enjoyment of space developed for public use. Include attractive landscaping, public art, lighting, civic landmarks, sidewalk cafés, gateways, water features, interpretive/way-finding signage, farmers markets, festivals, outdoor entertainment, pocket parks, street furniture, plazas, squares, or other amenities in spaces for public use. When resources are available, seek to enliven the public right-of-way with attractive street furniture, art, landscaping and other amenities. (Chapter 4: Quality of Life, P. 11)</p> <p>CD-1.4 Create streets and public spaces that provide stimulating settings and promote pedestrian activity by following applicable goals and policies in the Vibrant Arts and Culture section of this Plan. (Chapter 4: Quality of Life, P. 12)</p>

	<p>CD-1.7 Require developers to provide pedestrian amenities, such as trees, lighting, recycling and refuse containers, seating, awnings, art, or other amenities, in pedestrian areas along project frontages. When funding is available, install pedestrian amenities in public rights-of-ways. (Chapter 4: Quality of Life, P. 12)</p>
	<p>CD-1.9 Give the greatest priority to developing high-quality pedestrian facilities in areas that will most promote transit use and bicycle and pedestrian activity. In pedestrian-oriented areas such as Downtown, Urban Villages, or along Main Streets, place commercial and mixed-use building frontages at or near the street-facing property line with entrances directly to the public sidewalk, provide high-quality pedestrian facilities that promote pedestrian activity, including adequate sidewalk dimensions for both circulation and outdoor activities related to adjacent land uses, a continuous tree canopy, and other pedestrian amenities. In these areas, strongly discourage parking areas located between the front of buildings and the street to promote a safe and attractive street facade and pedestrian access to buildings. (Chapter 4: Quality of Life, P. 12)</p>
	<p>CD-2.1 - 2. Create a comfortable and safe pedestrian environment by implementing wider sidewalks, shade structures, attractive street furniture, street trees, reduced traffic speeds, pedestrian-oriented lighting, mid-block pedestrian crossings, pedestrian-activated crossing lights, bulb-outs and curb extensions at intersections, and on-street parking that buffers pedestrians from vehicles. (Chapter 4: Quality of Life, P. 15)</p>
	<p>CD-2.3 Enhance pedestrian activity by incorporating appropriate design techniques and regulating uses in private developments, particularly in Downtown, Urban Villages, Main Streets, and other locations where appropriate.</p> <ol style="list-style-type: none"> <li>1. Include attractive and interesting pedestrian-oriented streetscape features such as street furniture, pedestrian scale lighting, pedestrian oriented way-finding signage, clocks, fountains, landscaping, and street trees that provide shade, with improvements to sidewalks and other pedestrian ways.</li> <li>...</li> <li>6. Accommodate the physical needs of elderly populations and persons with disabilities.</li> </ol> <p>(Chapter 4: Quality of Life, P. 15-16)</p>
	<p>CD-3.9 Minimize driveway entrances to enhance pedestrian safety and decrease the area of paved surfaces. Encourage shared vehicular access points that serve multiple uses and/or parcels, including shared access for commercial and residential uses. Avoid driveways that break up continuous commercial building frontages. Position vehicular access to minimize negative impacts to aesthetics and to pedestrian and bicycle safety. (Chapter 4: Quality of Life, P. 18)</p>

CD-5.6 Design lighting locations and levels to enhance the public realm, promote safety and comfort, and create engaging public spaces. Seek to balance minimum energy use of outdoor lighting with goal of providing safe and pleasing well-lit spaces. Consider the City's outdoor lighting policies in development review processes. (Chapter 4: Quality of Life, P. 20)

PR-6.6 Encourage environmentally sustainable connections (such as pedestrian/bike trails, bike lanes and routes, transit, etc.) between community elements like schools, parks, recreation centers, libraries and other public nodes. (Chapter 4: Quality of Life, P. 53)

### Segment 1 (Willow Street between SR 87 and Graham Avenue) Specific Policies, Goals, and Guidance

#### Land Use

Document Name	Key Policy, Goal, Action or Information
Envision San José 2040 General Plan	Neighborhood Business District: "This designation applies to commercial areas along both sides of a street, which function in their neighborhoods or communities as central business districts, providing community focus and identity through the delivery of goods and services. In addition, Neighborhood Business Districts may include adjacent non-commercial land uses. This designation facilitates the implementation of a NBD Program by identifying target areas. The NBD Program seeks to preserve, enhance, and revitalize San José's neighborhood-serving commercial areas through the coordination of public and private improvements, such as streetscape beautification, facade upgrading, business organization activities, business development, and promotional events. Consistent with its Implementation and Community Design Policies, the City will schedule, coordinate, and design public improvements in Neighborhood Business Districts so that allocated funding is consistent with the City's growth strategies." (Chapter 5, P. 23)
Tamien Station Area Plan	Transit and Pedestrian Goals and Objectives: 7. Reinforce the Willow Street Neighborhood Business District (NBD) by providing improved pedestrian linkages between existing and new residential development and the Willow Street NBD. (Transit and Pedestrian Goals and Objectives, P. 16).

#### Transportation

Document Name	Key Policy, Goal, Action or Information
Envision San José 2040 General Plan	<u>Local Connector Street</u> : Automobiles, bicycles, pedestrians, and trucks are prioritized equally in the roadway. Transit use, if any, is incidental. These streets have 2 traffic lanes and would accommodate low to moderate volumes of through traffic within the City. Pedestrians are accommodated with sidewalks. (Chapter 5, P. 33)
Tamien Station Area Specific Plan	<u>Street and Circulation Policies</u> : 14. Street Improvements for Bicycles – The existing street system should be improved to

enable bicyclists to access the multi-modal transit station by clearly designating bicycle lanes and identifying approved bicycle routes with signage. (Street and Circulation Policies, P. 51)

Street and Circulation Policies: 15. Bicycle Linkages – The existing street system should form linkages with the State Route 87 bicycle facility and the network of trails along the Guadalupe River by clearly identifying points of access to the State Route 87 bicycle facility from public streets or pathways. (Street and Circulation Policies, P. 51)

## Streetscape Design

Document Name	Key Policy, Goal, Action or Information
Tamien Station Area Specific Plan	<u>Street and Circulation Policies: 8. Connections to Willow Street Neighborhood Business District</u> – Improved pedestrian facilities, including enhanced and/or additional street lighting, should be provided along Lick Avenue and Lelong Street to better connect the Tamien Station area to the Willow Street Neighborhood Business District. (Street and Circulation Policies, P. 50)

### *Segment 2 (Graham Avenue and Goodyear Street between Willow Street and S 1st Street) Specific Policies, Goals, and Guidance*

There are no other segment-specific policies, goals, and guidance for Segment 2.

### *Segment 3 (Keyes Street between S 1st Street and 12th Street) and Segment 4 (Keyes Street between 12th Street and Roberts Avenue) Specific Policies, Goals, and Guidance*

## Land Use

Document Name	Key Policy, Goal, Action or Information
Spartan Keyes Neighborhood Improvement Plan	<u>Goals and Objectives – Neighborhood Development: 2. Land Use Policy</u> – Adjust land use policies to encourage neighborhood-oriented commercial development and infill residential development. <ol style="list-style-type: none"> <li>Encourage relocation of auto-related and light industrial businesses to other areas within the City.</li> <li>Promote neighborhood-oriented commercial uses along Keyes Street and encourage viable uses and businesses to remain.</li> <li>Encourage reuse and renovation of historic warehouses for residential, commercial, and/or public uses.</li> <li>Discourage light and heavy industrial land uses within the neighborhood except possibly within the East Gardner Specific Plan area.</li> <li>Support neighborhood-scale residential infill development. (Goals and Objectives – Neighborhood Development, P. 13)</li> </ol>
Martha Garden Specific Plan	<u>Policy 4.5 for Infill East and Infill West Sub-Area: Ground-level neighborhood serving commercial uses are required along the</u>

Keyes Street frontage in support of the Plan's emphasis on Keyes Street as a neighborhood commercial/mixed-use street.

The Keyes Street corridor is envisioned as a mixed-use district that will include convenience retail, restaurant and neighborhood-serving commercial uses. In order to achieve this vision, ground floor spaces should be occupied by those uses and should be oriented to the Keyes Street sidewalks to promote retail continuity and an active pedestrian environment. Drive through uses are not permitted. (Chapter 5: Design policies – Land Use Policies, P. 55)

Policy 4.9 for Infill East and Infill West Sub-Area: Public streetscape improvements should be provided to facilitate the transformation of the area from a service oriented industrial area to a pedestrian-friendly neighborhood.

Within the Infill East and Infill West Sub-Area, two new pedestrian-oriented streets are proposed to enhance access to the planned park and community center and to break down the excessive scale of the block...This includes a narrow Pedestrian Emphasis Street along the existing Union Pacific rail right-of-way linking Bestor Street with Keyes Street. (Chapter 5: Design policies – Land Use Policies, P. 56-57)

Policy 4.10 for infill East and Infill West Sub-Area: Parking and servicing facilities should be well integrated within development sites and not detract from the pedestrian environment and neighborhood character of the area.

Small amounts of convenient surface parking not to exceed 120 feet of frontage are allowed along the Keyes Street frontage to support neighborhood-serving commercial uses. (Chapter 5: Design policies – Land Use Policies, P. 57)

Policy 5.2 for Keyes/Hollywood Sub-Area: Keyes Street and South Second Street should be developed with a mix of uses including streetfront retail combined with upper level housing or commercial uses where possible: Keyes Street is envisioned as a neighborhood-serving retail street with an improved pedestrian environment... Streetfront uses, however, should be neighborhood oriented commercial, including food markets, convenience retail, restaurants, live-work and/or other neighborhood serving commercial businesses in vertical mixed use or single use configurations depending on the land use designation... Upper level residential or office uses will further enhance the character of these retail corridors by providing extended hours of occupation and use, and a greater diversity of activities in this area. (Chapter 5: Design policies – Land Use Policies, P. 65)

Policy 5.3 for Keyes/Hollywood Sub-Area: The Herbert Packing warehouse should be reused for neighborhood-oriented uses as an important catalyst for the re-creation of the Keyes Street corridor: As part of the creation of a neighborhood serving retail corridor along Keyes Street, this Plan encourages the adaptive reuse of the historic Herbert Packing warehouse, located at the

southeast corner of Keyes and Third Streets, for neighborhood serving uses. For instance, the reuse of this building could include a local serving grocery market with parking accommodated within the rear of the building<sup>4</sup>. (Chapter 5: Design policies – Land Use Policies, P. 65)

Policy 5.6 for Keyes/Hollywood Sub-Area: Parking and servicing facilities should be well integrated within development and not detract from the pedestrian environment and neighborhood character of the area: To maintain a vibrant and sustainable neighborhood, it will be important to provide sufficient on-site parking to meet City of San José parking requirements, and to avoid overflow parking impacts in adjacent neighborhoods... Small amounts of convenient surface parking not to exceed 120 feet of frontage are allowed along the Keyes Street frontage to support neighborhood-serving commercial uses. (Chapter 5: Design policies – Land Use Policies, P. 65)

Policy 5.7 for Keyes/Hollywood Sub-Area: Local vehicular and pedestrian access should be improved, while reducing through traffic in the neighborhood. ...the conversion of the one-way street system and the introduction of well-designed traffic calming devices should be utilized to address these issues and to re-route through traffic away from South Third Street in the Hollywood/Humbolt neighborhood. (Chapter 5: Design policies – Land Use Policies, P. 65)

## Transportation

Document Name	Key Policy, Goal, Action or Information
Envision San José 2040 General Plan	<u>City Connector Street</u> Automobiles, bicycles, pedestrians, and trucks are prioritized equally in this roadway type. Transit use, if any, is incidental. These streets typically have four or six traffic lanes and would accommodate moderate to high volumes of through traffic within and beyond the City. Pedestrians are accommodated with sidewalks. (Chapter 5, P. 32)
Spartan Keyes Neighborhood Improvement Plan	GOAL: Calm traffic throughout the neighborhood and discourage cut-through traffic on local neighborhood streets as feasible. <ul style="list-style-type: none"> <li>Implement traffic calming measures as appropriate throughout the neighborhood</li> </ul> (Chapter 3, P. 9) GOAL: Improve pedestrian and bicycle circulation within the neighborhood and to adjacent districts and nearby destinations. <ul style="list-style-type: none"> <li>Upgrade crosswalks where appropriate to encourage pedestrian activity.</li> <li>Enhance pedestrian routes to elementary schools in adjacent neighborhoods.</li> </ul>

<sup>4</sup> This refers to development proposal PD14-056.

Martha Gardens Specific Plan	<ul style="list-style-type: none"> <li>• Create safe and well-defined bike routes to destinations within and adjacent to the neighborhood. (Chapter 3, P. 9-10)</li> </ul>
	<p>GOAL: Reinforce the existing grid system as a network of pedestrian serving streets.</p> <ul style="list-style-type: none"> <li>• Strengthen the existing grid to maximize local circulation opportunities, to minimize trip lengths, to dilute traffic impacts throughout the area, and to create a very porous walkable neighborhood.</li> <li>• This circulation objective should be resolutely implemented to achieve a safe and lively public environment for area residents.</li> <li>• In order to restructure the street system as a classic pedestrian-oriented network, any outside or cut-through traffic should be strongly discouraged. (Chapter 3: Goals and Objectives, P. 16)</li> </ul>
	<p>GOAL: Use traffic calming techniques to moderate potential traffic volumes and speeds and to help create a highly walkable Martha Gardens community.</p> <ul style="list-style-type: none"> <li>• Traffic calming techniques should be used to reduce or eliminate the appeal of Plan area streets to pass through drivers.</li> <li>• Traffic calming techniques should also be used to discourage the new high-density residential traffic from impacting adjacent neighborhood streets.</li> <li>• Streets and traffic calming devices should be designed to emphasize pedestrian and bicycle circulation. (Chapter 3: Goals and Objectives, P. 16)</li> </ul>

**Streetscape Design and Transportation**

Document Name	Key Policy, Goal, Action or Information
Spartan Keyes Neighborhood Improvement Plan	<p><u>Goals and Objectives – Neighborhood Condition and Maintenance:</u></p> <p>1. Street Improvements – Improve the appearance and physical condition of neighborhood streets.</p> <p>a. Reconstruct curbs, gutters, and sidewalks as needed to improve pedestrian circulation.</p> <p>“Improvement is needed in the condition of neighborhood streets, sidewalks, curbs and gutters... Sidewalks are cracked and uneven in some places within the neighborhood and completely missing in others, particularly on Keyes Street between 3rd and 4th, adding to blight and impeding pedestrian circulation. (P. 23)”</p> <p>b. Improve visibility of pedestrian crosswalks with clear striping and signage where appropriate.</p> <p>c. Improve street lighting to increase pedestrian safety and visibility.</p> <p>“Major pedestrian corridor streets such as Martha Street and Keyes Street are recommended for pedestrian-oriented, traditional style street lights; lights</p>

	<p>should be located as appropriate to create a safe and pleasing pedestrian environment. (P. 24)”</p> <p>d. Add street trees where appropriate to improve streetscape appearance and add value to residential properties. (Goals and Objectives – Neighborhood Condition and Maintenance, P. 11)</p>
	<p><u>b. Promote neighborhood-oriented commercial uses along Keyes Street and encourage viable uses and businesses to remain.</u></p> <p>“... Residents would also like to see businesses become more street friendly with the removal of large window and neon signs, which block store interiors and clearly defined and attractive main entrances. New development should provide attractive storefronts with parking located to the side or back of the building to preserve the pedestrian streetscape.</p> <p>A series of streetscape improvements have been proposed to make Keyes Street more attractive to the commercial businesses desired by the community. Street trees, pedestrian scale lighting and site furnishings such as bus stop benches and trash receptacles should be added to improve the pedestrian environment. New development should be set back from the roadway to increase the sidewalk depth and allow for the installation of amenities and provide space for outdoor seating.</p> <p>In addition, residents would like to explore the possibility of adding a landscaped center median to distinguish Keyes Street as a unique commercial corridor. Initial design studies have determined that an installation of a median would require the removal of the existing bike lanes. (P. 32-33)”</p>
	<p>Action Plan Item 3. Improve the Keyes Street Streetscape (Detailed Action Steps, P. 40)</p>
<p>Martha Gardens Specific Plan</p>	<p><u>Design Policies – Urban Design Standards:</u> Front Yards for High Density Residential – In order to promote a continuous street frontage, new development is encouraged to build to the setback line for at least 75% of the parcel boundary fronting any public street. For buildings designed for first floor commercial use along Keyes Street, a minimum setback sufficient to provide a sidewalk width of at least fifteen feet is required to support Keyes Street’s role as a neighborhood-serving commercial street. This will generally require a setback and/or dedication of five feet from the property line and may include another five feet of setback as an option for commercial frontage buildings.</p>

In addition, small surface parking areas with up to 120 feet of frontage will be permitted along Keyes Street at midblock locations to support retail uses, but not on corners. Surface parking areas should be set back a distance sufficient to accommodate the required sidewalk width on Keyes Street plus an additional five feet to provide a minimum five feet of landscaping along the frontage. (Chapter 5: Design Policies – Urban Design Standards, P. 59)

Encroachment:-The setback zone along Keyes Street is to be paved with a material complementary to the remainder of the sidewalk adjacent to the new development and should function as part of the sidewalk. The setback area can be used for restaurant/café seating, and the display of merchandise, however, the sidewalk should be maintained with a minimum clear path of eight feet at all times taking into account street landscaping, lighting and furnishing. (Chapter 5: Design Policies – Urban Design Standards, P. 60)

Parking Access and Treatment for Keyes Street Frontage:  
Parcels fronting Keyes Street may have limited surface parking and access provided at midblock locations. Surface parking is to be a maximum of two bays wide, or 120 feet along the street frontage, and should be well landscaped with one tree for every four cars, and with appropriate planting in the front and other setbacks.

Any structured parking should be located behind frontage uses. Garage entries may be located along Keyes Street but not in prominent locations or near corners.

On-street parking is strongly encouraged on Keyes Street to serve the commercial businesses and their customers, to provide a buffer for pedestrians between sidewalks and travel lanes and to generally enliven the street. (Chapter 5: Design Policies – Urban Design Standards, P. 62)

Setbacks and Build-to Lines for

- Commercial/Mixed-Use (CMU) (up to 1.5 FAR): New commercial mixed-use development along South Second and Keyes Streets should be set back to create a minimum sidewalk width of fifteen feet from the curb to allow for an enhanced pedestrian experience. This will generally require a setback or dedication of five feet from the property line and may include an additional five feet of setback. The setback can be used for restaurant/café seating, and the display of merchandise, however, the sidewalk should be maintained with a minimum clear path of eight feet at all times taking into account street landscaping, lighting and furnishing. New development is to maintain a build-to line along at least seventy-five percent of the facades fronting South Second and Keyes Streets. Some variation is encouraged in the building façade to provide variety and interest.

- Commercial/Light Industrial (CLI) (up to 0.5 FAR): Commercial and/or light-industrial uses should be set back from the Keyes Street frontage by a minimum of five feet to provide for a wider sidewalk and an enhanced pedestrian environment. A larger setback may be appropriate for uses that provide no street-oriented activity. If ground level retail is provided, use of the most minimum setback is encouraged to reinforce the urban character of the Keyes Street neighborhood retail corridor. The commercial/industrial setback required on the other streets in this Sub-Area is a minimum of fifteen feet. (Chapter 5: Design Policies – Urban Design Standards, P. 68)

#### STREET TYPES AND CHARACTERISTICS:

South First Street and Keyes Street will continue to function as key Arterial streets in the regional traffic circulation system.

...upon a designation of Neighborhood Business District (NBD), Keyes Street will also become a Pedestrian Corridor. Pedestrian Corridors are streets that are intended to increase neighborhood connectivity and linkages to important community destinations and services including shopping areas, parks and transit. The characteristics of development adjacent to Pedestrian Corridors and features within the right of way should be conducive to higher levels of walking.

#### STREET SYSTEM MODIFICATIONS

The segment located between Bestor and Keyes Streets should be converted to a Pedestrian Emphasis Street to strengthen the connection between Keyes Street and the future park, as well as to provide direct vehicular and pedestrian access to new housing located along the new street.

South Second and Third Streets should be converted to two-way operations south of I-280. This is consistent with other City policies, including the recommendations from the recently completed Downtown Access Study. Funding is needed to implement the conversion of the two streets.

The Plan proposes diagonal parking along South Second Street north of Keyes Street as an option. Any plans or studies to install diagonal parking, however, should be postponed until South Second Street is converted back to its planned two-way configuration.

#### South First Street and Keyes Street:

Because development along these streets is planned for pedestrian orientation, street right-of-way standards should include features such as wide sidewalks (minimum 15 feet including parkstrip or tree wells, preferably 20 feet with parkstrip and tree wells), large canopy street trees 30 to 40 feet

on center, enhanced and/or signalized crosswalks, curb bulbouts to shorten crossing distances where appropriate, pedestrian-scale lighting, trash receptacles, optional sitting areas and careful coordination with any outdoor activities approved for adjacent private businesses.

Street and Circulation System – Streetscape Design Guidelines:

Along Keys Street and South First Street the combined width of the sidewalk and the park strip should be fifteen feet. This will generally require a dedication of six feet from the property line. Surface parking areas should be setback a distance sufficient to accommodate the required sidewalk width plus an additional five feet and the area between the sidewalk and the parking lot should be landscaped. For storefronts that are intended to facilitate sidewalk café seating, the development should also be setback an additional five feet from the property line. (Chapter 7: Street and Circulation System – Streetscape Design Guidelines, P. 101)

Street and Circulation System – Streetlights: As new development occurs, pedestrian scale lighting should be installed within the park strip. Given the historic character of the area, streetlights should be historic in character. (Chapter 7: Street and Circulation System – Streetlights, P. 101)

Street and Circulation System – Street Trees and Landscaping: To create a more attractive street environment and to provide shade in the summer months to reduce heating costs and create a more pleasant walking environment, street trees should be planted within the park strips at a spacing of approximately twenty-five feet. When planting street trees and/or installing light fixture, trees and light standards should not be installed in locations where street trees would block streetlights when the trees are mature. The species of street tree selected should be one that provides a large canopy of shade over the street and front yards. On block segments where an existing particular species of street tree predominates, new street trees should be of the same or similar species, where feasible, to contribute towards providing the given street segment a consistent identity. In locations with high voltage power lines in the public right-of-way, it may be necessary to plant trees that will stay below power lines when mature...

In addition to the planting of street trees, park strips – the area located between the curb and the sidewalk – should be landscaped in residential areas with low shrubs and ground cover and an irrigation system should be installed in the park strip. Ground cover should not grow higher than two feet when mature. Textured pavers are permitted as long trees wells are provided for the planting of street trees. Paving park strips with concrete or asphalt is discouraged, however, installing decomposed granite in the park strip is acceptable.

	<p>Chokers or bulb outs installed throughout the Plan area should be designed to accommodate landscaping and planted with drought tolerant ground cover that would not grow more than eighteen inches high when mature...</p> <p>Along Keyes Street and South First Street, and adjacent to other commercial uses within the Plan area the park strip can be paved to create a larger sidewalk area in front of commercial business. (Chapter 7: Street and Circulation System – Street Trees and Landscaping, P. 101-102)</p>
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**Segment 5-Specific Policies, Goals, and Guidance**

There are no other segment-specific policies, goals, and guidance for Segment 5.

**Segment 6-, 7-, and 8-Specific Policies, Goals, and Guidance**

**Land Use**

Document Name	Key Policy, Goal, Action or Information
Envision San José 2040 General Plan	<p><u>Neighborhood Business District:</u> “This designation applies to commercial areas along both sides of a street, which function in their neighborhoods or communities as central business districts, providing community focus and identity through the delivery of goods and services. In addition, Neighborhood Business Districts may include adjacent non-commercial land uses. This designation facilitates the implementation of a NBD Program by identifying target areas. The NBD Program seeks to preserve, enhance, and revitalize San José’s neighborhood-serving commercial areas through the coordination of public and private improvements, such as streetscape beautification, facade upgrading, business organization activities, business development, and promotional events. Consistent with its Implementation and Community Design Policies, the City will schedule, coordinate, and design public improvements in Neighborhood Business Districts so that allocated funding is consistent with the City’s growth strategies.” (Chapter 5, p. 23)</p>

**Transportation**

Document Name	Key Policy, Goal, Action or Information
Envision San José 2040 General Plan	<p><u>Main Street:</u> Main Streets are roadways that play an important commercial and social role for the local neighborhood area, supporting retail and service activities that serve the local neighborhood residents, and providing an urban street space for social community gathering and recreational activities...The Main Street’s physical form supports many transportation modes, with significant emphasis given to pedestrian activity. Like all City streets, Main Streets should also be “Complete</p>

	<p>Streets”, designed and operated to enable safe, attractive and comfortable access and travel for all users, so that pedestrians, bicyclists, motorists and public transport users of all ages and abilities are able to safely and comfortably move along and across a Main Street roadway. Main Streets are streets on which high volumes of pedestrian traffic are encouraged on the sidewalks. Sidewalks should be wide with ample pedestrian amenities, including street trees, high-quality landscaping, pedestrian curb extensions or bulbouts, enhanced street crossings, and pedestrian-oriented signage identifying trails and points of interest. Additionally, signals should be timed to minimize pedestrian delay. Pedestrian crossings should have a high priority at intersections. Building frontages should be pedestrian oriented and pedestrian scale with buildings and entrances located adjacent to public sidewalks. All Main Streets are also recognized as Neighborhood Business Districts, which are discussed further in the Land Use/Transportation Diagram Designations section of this chapter. (Chapter 5, P. 32)</p>
<p>East Valley/680 Communities Neighborhood Improvement Plan</p>	<p>2.Improve pedestrian and bicycle safety circulation throughout the area.</p> <ul style="list-style-type: none"> <li>• Increase pedestrian and vehicular safety through traffic calming;</li> <li>• Improve safety for pedestrians around schools;</li> <li>• Increase access for people using wheelchairs, carts and strollers throughout the neighborhood;</li> <li>• Increase bicycle lanes throughout the area (Chapter 3, P. 28)</li> </ul>
	<ul style="list-style-type: none"> <li>• Improvement items include: Traffic Calming Program</li> <li>• Increased Enforcement of Traffic Regulations</li> <li>• Crosswalk Painting/Repainting</li> <li>• School Traffic Safety Program</li> <li>• Crossing Guard Program</li> <li>• Pedestrian Over-Crossing at Capitol Expressway</li> <li>• Pedestrian Over-Crossings on South Capitol (Between Sierra and Lyndale Neighborhoods) (Chapter 5, P. 128-132)</li> </ul>

**Streetscape Design**

Document Name	Key Policy, Goal, Action or Information
<p>East Valley/680 Communities Neighborhood Improvement Plan</p>	<p>1. Improve the overall appearance of the neighborhood</p> <ul style="list-style-type: none"> <li>• Maintain, improve and increase street lighting;</li> <li>• Repair and maintain sidewalks and streets;</li> <li>• Maintain and replace street trees;</li> </ul>

VTA

Re: *Story-Keyes Corridor Complete Streets Study: Project Area Profile*

Date: *November 2, 2016*

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(Chapter 3: Vision, Goals and Objectives – Goals and Objective, P. 28).