

Appendix B:

Land Use Patterns and Key Destinations



MEMORANDUM

Date: February 10, 2017
To: Brent Pearce, VTA
Cc: Carrie Modi, Fehr & Peers
From: Thomas Kronmeyer, Deepak Sohane and Zack Haison Dinh, Community Design + Architecture
Re: Story-Keyes Complete Streets Study: Land Use Context & Key Destinations Memorandum

This memorandum summarizes key destinations and the existing as well as planned land use patterns along the Story-Keyes Corridor. The mapping of includes destinations with a draw for the community in the urbanized areas beyond the Story-Keyes Corridor, such as shopping centers, specialty markets, parks, and educational facilities (middle school, college) as well as neighborhood-serving retail and services uses, (elementary) schools and parks with importance primarily for residents of corridor-adjacent neighborhoods.

The land use context along the Corridor and the locations of key destinations provide important clues about likely travel patterns and the demand for access by different modes, including travel on foot, by bicycle, on transit or by car. Understanding the type and scale of corridor-adjacent land uses and their spatial relationship to the pedestrian realm of the street also helps to inform the selection and dimensioning of potential future complete streets and streetscape improvements.

CORRIDOR SEGMENTATION

Because of the diversity of conditions, the memorandum is organized to describe the land use context and key destinations for each of eight segments along the length of the Corridor. These segments have been identified based on differences between the segments that exist in the organization, type, and overall scale (parcel size) of land uses.

Table 1 below lists the eight corridor segments that have been identified.

TABLE 1: CORRIDOR SEGMENTATION

Segment #	Segment Extents
1	Willow Street between SR 87 and Graham Avenue
2	Graham Avenue and Goodyear Street between Willow Street and S 1st Street
3	Keyes Street between S 1st Street and 12th Street
4	Keyes Street and 12th Street to Story Road and Roberts Avenue
5	Story Road between Roberts Avenue and Via Ferrari/Olinder Ct
6	Story Road between Via Ferrari/Olinder Ct and Knox Avenue
7	Story Road between Knox Avenue and Bal Harbor Way



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METHODOLOGY

Existing Land Use

The mapping of existing land uses was focused on the uses that directly abut the Story-Keyes Corridor and the Corridor's cross streets to a length of 100 feet along those streets. The following categories were used to represent the existing land use context along the Corridor in a way that is instructive during the concept development stage of the Story-Keyes Complete Street Study.

The categories identify auto-related uses, such as auto service, repair, and sales as these often have frontages along adjacent sidewalks that do not contribute or detract from a comfortable pedestrian realm. The *Existing Land Use & Key Destinations* map at the end of this memorandum also identifies large-scale commercial uses that serve a population beyond the corridor-adjacent neighborhoods. Such uses are more often than not accessed exclusively by automobiles and therefore include surface parking lots of significant size and frontage along the Corridor. Restaurants and bars were mapped as a separate category in order to identify where there may be clusters of the as they are indicators of locations in which activity may continue into the evening hours.

The mapped land use categories include the following:

1. Single-family Residential
2. Multi-dwelling Residential
3. Mixed Use (horizontal or vertical mix of residential and commercial uses)
4. General Commercial (retail and services uses)
5. Community Commercial (retail and services uses serving a larger area)
6. Auto-related Uses (service, sale, repair, and gas stations)
7. Industrial (production, distribution, warehousing)
8. Open Space/Parkland
9. Public/Quasi Public
10. Sites of Faith-based Organizations

The existing land uses represented on the *Existing Land Use & Key Destinations* map were derived from a combination of reviewing aerial information, General Plan land use data and checking of that data against aerial information available on Google Maps and Street View.

In addition, the *Existing Land Use & Key Destinations* map identifies the locations of two currently pending development proposals (PRE15-060 and PD07-094-01) for properties in the area covered by the 2003 Martha Gardens Specific Plan.

Key Destinations

The key destinations named on the *Existing Land Use & Key Destinations* map at the end of this memorandum and listed in tables below were identified using data from Google Maps and Google Street View. The following uses were considered to constitute "key" destinations:

1. School Site (Elementary and Middle)
2. University Site (SJSU)
3. Park/Open Space

4. Community Center
5. Commercial use with draw beyond corridor-adjacent residential areas
6. Significant cluster of neighborhood-serving retail and services uses
7. Supermarkets

Planned Land Use

The planned land use information on the *General Plan Land Use* map at the end of this memorandum was generated using GIS data from the *Envision San Jose 2040 General Plan*. Considering the General Plan's land use in the context of the Story-Keyes Corridor Complete Streets Study helps to conceptualize future complete streets improvements with an understanding of the land use context that goes beyond the status quo of existing land uses, taking into account the City's general vision for potential long-term changes in the land use character along the Corridor.

In addition, the map identifies the area covered by the 2003 Martha Gardens Specific Plan and the extent of the Story Road Neighborhood Business District as per the *San Jose 2040 General Plan*.

PATTERN OF EXISTING AND PLANNED LAND USES AND KEY DESTINATIONS

Please note that for simplicity the following descriptions use cardinal directions as if the corridor had a true east-west orientation even though the actual orientation of the corridor deviates from this by 30 to 40 degrees depending on the location.

Segment 1 –Willow Street between from SR 87 and Graham Avenue

Existing Land Uses

The land use character of the Willow Street segment of the Story-Keyes Corridor is established by a horizontal mix of single-family residential and broad range of neighborhood-serving commercial uses that include small scale retail and service establishments, such as convenience stores and markets, restaurants, cell phone stores and businesses that offer personal services.

Established residential neighborhoods consisting of mostly single-family homes are located directly behind the uses that line the Corridor along this segment.

Key Destinations

The many neighborhood-serving businesses make the entire stretch of Willow Street a destination for residents of the adjacent residential areas.

Another destination along the Willow Street segment is Sacred Heart Nativity School (a middle school), which draws its students from a larger area compared to elementary schools in other parts of the Corridor. The school is located adjacent to Sacred Heart of Jesus Parish church between Palm and Locust Streets. The school site's main vehicular access points are located off of Willow Street on Locust Street and Edwards Avenue.

TABLE 2: KEY DESTINATIONS – SEGMENT 1

Location	Description
Along Corridor	Mix of neighborhood-serving retail and services businesses
	Sacred Heart Nativity School (Middle School)
	Sacred Heart of Jesus Parish church
In Corridor-adjacent Area or Neighborhood(s)	Washington Elementary School
	Biblioteca Latinoamericana Branch Library
	Tamien Caltrain Station

Planned Land Use

The *Envision San Jose 2040 General Plan* land use designations for this area include Mixed Use Commercial. While the General Plan does not suggest a planned long-term change with respect to the types of uses, the designations would allow for a potential increase in the intensity of the existing and other uses that also fall under the Mixed Use Commercial category designated for this area (also see *General Plan Land Use* map and table with *Applicable General Plan Land Use Designations* in the Appendix).

Segment 2 – Graham Avenue and Goodyear Street between Willow Street and South 1st Street

Existing Land Uses

The land use character of this segment is predominantly residential, with Graham Avenue being fronted onto mostly by multi-family and apartment buildings and Goodyear Street mostly by single-family homes. The eastern and western ends of this segment, however, are both dominated by the presence of auto-oriented uses, such as a gas station, auto repair shops, and fast food restaurants with sizable parking lots.

Established residential neighborhoods mostly consisting of single-family homes are located beyond the multi-family residential development along Graham Avenue.

Key Destinations

None.

Planned Land Use

The *Envision San Jose 2040 General Plan* land use designations for this area include Mixed Use Neighborhood and Mixed Use Commercial. While the General Plan does not suggest a planned long-term change with respect to the types of uses, the designations would allow for a potential increase in the intensity of the existing and other uses that also fall under the Mixed Use Neighborhood and Mixed Use Commercial categories designated for this area (also see *General Plan Land Use* map and table with *Applicable General Plan Land Use Designations* in the Appendix).

Segment 3 –Keyes Street between South 1st Street and South 12th Street

Existing Land Uses

The land use character of the corridor segment between South 1st and South 12th Streets is dominated by the presence of a broad range of auto related commercial and industrial uses, including sales, repair, and

other auto service uses. The auto related uses are interspersed with a mix of warehousing, retail (retail and services) and a few properties with residential uses. Between South 3rd and South 5th Streets, the lots and buildings that accommodate, warehouse, distribution, and industrial uses are of a noticeably larger scale compared to lots along the remainder of the segment. The deep lots in this area are a result of the past presence of a Union Pacific Railroad spur that served the area. Due to the increased lot depth in this area, residential uses located beyond the automotive and industrial uses that line the corridor are located farther away from the Corridor than is the case along the remainder of the segment.

Established residential neighborhoods consisting of mostly single-family homes are located directly behind the uses that line the north side of the Corridor between South 6th and South 12th Streets. On the south side of the Corridor, residential development is only on block deep and ends at the northern edge of the San Jose State University South Campus. A mix of older and newer residential single-family and apartment buildings lies beyond the commercial and industrial uses along Keyes Street between South 3rd and South 6th Streets. The depth of residential development on the south side is limited to one block due to commercial uses farther to the south.

Key Destinations

Cash & Carry is the only larger supermarket located along this segment at the corner of Keyes and South 5th Street.

Potential future destinations foreseen by the 2003 Martha Gardens Specific Plan that may inform the design of Keyes Street could include neighborhood serving first floor uses, a school, and a neighborhood park (also see *General Plan Land Use* map and table with *Applicable General Plan Land Use Designations* in the Appendix).

TABLE 3: KEY DESTINATIONS – SEGMENT 3

Location	Description
Along Corridor	Cash & Carry (Supermarket)
	<i>Potential</i> future neighborhood serving uses between 1 st Street and 7 th Street (based on Specific Plan)
	<i>Potential</i> future school site northeast of the Keyes/4 th Street intersection (based on Specific Plan)
In Corridor-adjacent Area or Neighborhood(s)	San Jose State University South Campus
	Bestor Art Park (Public Park)

Planned Land Use

The segment between South 1st Street and eastern half of the block between 6th and 7th Streets is part of and subject to the 2003 Martha Gardens Specific Plan, whose land use chapter foresees a significant change in the land use for this area. Key changes include the transition of uses along the north side of the street from auto related and industrial uses to high density residential and Commercial Mixed Use and Commercial Light Industrial along the south side of Keyes Street. These uses are envisioned as including neighborhood serving uses on the ground floor. A potential future school site is called out for the block northeast of the Keyes/4th Street intersection.

Currently, two development proposals in this area are pending approval (also see Existing Land Use and Key Destinations map):

1. Southeast corner of South 3rd Street and Keyes Street: Mixed use development on 7.65 acre site
2. Southeast corner of South 2nd Street and Keyes Street: 135 affordable housing units with 9,121 square feet of retail on a 1.16 gross acre site

For the remainder of the segment east of the specific plan area, the *Envision San Jose 2040 General Plan* designates the properties fronting onto Keyes Street as Mixed Use Commercial, which allows for uses such as “neighborhood retail, mid-rise office, medium scale hospitals or other health care facilities, and medium scale private community gathering facilities. Low impact industrial uses are appropriate if they are compatible and do not pose a hazard to other nearby uses.” (*Envision San Jose 2040 General Plan*, Land Use Chapter, p. 9).

Segment 4 – Keyes Street and 12th Street to Story Road and Roberts Avenue

Existing Land Uses

The land use character of this segment of the Corridor is dominated by the Happy Hollow Park & Zoo, which occupies most of the frontage along the eastern side of the Keyes Street, and open space associated with Coyote Creek and the Coyote Creek Trail along the northwest side of the street.

At the western end of the segment, the land use character changes from open space to urban residential, which is made up of older and new developments of multi-family housing and apartments.

At its eastern end of the segment several industrial uses form a transition to the land use pattern described under Segment 5 below.

Key Destinations

Notable destinations along this segment are Kelley Park, Happy Hollow Park & Zoo, the Leininger Community Center, Coyote Creek Trail, and the Spartan Keyes Neighborhood Action Center, which is located at the corner of the Keyes-12th Street intersection. The Action Center is run by a Catholic Charities Organization and provides a broad range of family and neighborhood services, including community development, children, youth and family development services.

TABLE 4: KEY DESTINATIONS – SEGMENT 4

Location	Description
Along Corridor	Kelley Park (Public)
	Happy Hollow Park & Zoo (Private Park)
	Leininger Community Center
	Spartan Keyes Neighborhood Action Center
	Coyote Creek Trail (Open Space)
In Corridor-adjacent Area or Neighborhood(s)	Japanese Friendship Garden (Public Park)

Planned Land Use

The *Envision San Jose 2040 General Plan* land use designations for this area include Open Space/Parkland, Urban Residential, and Combined Industrial/Commercial. The General Plan does not suggest a planned long-term change with respect to the types of uses or their organization (also see *General Plan Land Use* map and table with *Applicable General Plan Land Use Designations* in the Appendix).

Segment 5 – Story Road between Roberts Avenue and Via Ferrari/Olinder Court

Existing Land Uses

Retail and commercial uses as well as industrial uses (including warehousing and distribution) dominate the land use types along this segment of the Corridor. On the north side of Story Road, the size of lots on which these uses are located tends to be significantly larger compared to that of lots on the south side. On the north side, industrial uses are clustered at the western and eastern ends of the segment. Land uses along the south side of Story Road are predominantly comprised of retail and services businesses, which include a number of restaurants, Asian specialty markets, and supermarkets. These businesses are organized into a series of strip mall. On the north side of the street, businesses are located in buildings with large footprints. This includes a Walmart big-box store and two malls that house small and mid-size businesses. The scale of the buildings along the south side is comparatively smaller.

On the south side of the corridor, residential neighborhoods consisting of a mix of multi- and single-family homes as well as townhouses are located beyond the commercial uses that line the Corridor along this segment. Walking distances to the Corridor are longer compared to Segments 1, 2, and 3 due to the large depth of the commercially used lots.

Key Destinations

The retail, commercial, and industrial uses along this segment represent important destinations for employees, local residents, and people traveling through the area on Story Road. The larger scale retail destinations Walmart Super Center, Grand Century Mall, and San Jose Vietnam Town as well as some of the specialty markets on the south side likely have a draw that goes beyond the corridor-adjacent neighborhoods and includes patrons from the larger East San Jose community.

TABLE 5: KEY DESTINATIONS – SEGMENT 5

Location	Description
Along Corridor	Retail and services uses north of Story Road (include Walmart Super Center and Grand Century Shopping Mall)
	San Jose Vietnam Town
	Employment uses north of Story Road (includes Lion Supermarket and Story Supermarket)
In Corridor-adjacent Area or Neighborhood(s)	Employment uses south of I-680
	McLaughlin Park (Public Park)
	Rocketship Mosaic Elementary School

Planned Land Use

The *Envision San Jose 2040 General Plan* land use designations for this area include Neighborhood/Community Commercial, Industrial Park, and Combined Industrial. While the General Plan does not suggest a planned long-term change with respect to the types of uses, the designations would allow for a potential increase in the intensity of the existing and other uses that also fall under the Neighborhood/Community Commercial, Industrial Park, and Combined Industrial categories designated for this area (also see *General Plan Land Use* map and table with *Applicable General Plan Land Use Designations* in the Appendix).

Segment 6 – Story Road between Via Ferrari/Olinder Court and Knox Avenue

Existing Land Uses

The land use pattern along this segment of the Corridor is bisected by the presence of the Story Road/101 Interchange. Uses located northwestern of the interchange, consist of a mix of small-scale industrial and auto-oriented uses that are accessed from Felipe Avenue rather than directly off of Story Road. The area southwest of the interchange is occupied by the edge of a Sunshadow mobile home park, which fronts Story Road with a perimeter wall.

Southeast of the interchange a storage facility is situated between the interchange and a residential neighborhood consisting of single-family homes. The area immediately northeastern of the interchange is occupied by an auto-repair and towing business.

Key Destinations

None.

Planned Land Use

The *Envision San Jose 2040 General Plan* land use designations for this area include Combined Industrial and Neighborhood/Community Commercial. The General Plan does not suggest a planned long-term change with respect to the types of uses or their organization (also see *General Plan Land Use* map and table with *Applicable General Plan Land Use Designations* in the Appendix).

Segment 7 – Story Road between Knox Avenue and Bal Harbor Way/McCreary Avenue

Existing Land Uses

Retail and service uses accommodated in buildings ranging from medium size to big-box buildings and extensive surface parking lots create the overall land use character on the south side of Story Road along this segment. The same character prevails throughout the eastern half of the area along the north side of the street. A shopping center there includes a broad range of retail and services establishments. The street frontage along the western half is dominated by Emma Prush Farm Park, a public park that offers space and amenities for active and passive recreation and also includes extensive space for community gardening. The presence of the park frontage and its accessibility off of Story Road are somewhat diminished by a gas station located at the corner of King Road.

Residential neighborhoods consisting of mostly single-family homes are located beyond the commercial uses that line the Corridor along this segment. Walking distances to destinations on the Corridor are longer compared to Segments 1, 2, and 3 due to the large depth of the commercially used lots.

Key Destinations

The retail and services uses along this segment represent important destinations for local residents and people traveling through the area on the Story Road Corridor. The larger scale retail destinations, such as Target and specialty food markets likely have a draw that goes beyond the corridor-adjacent neighborhoods and includes patrons from the larger East San Jose community.

Emma Prush Farm Park, with its unique community gardening areas, represents a community open space asset that likely has a draw that goes beyond the immediately adjacent residential neighborhoods.

TABLE 6: KEY DESTINATIONS – SEGMENT 7

Location	Description
Along Corridor	Plaza de San Jose shopping center on south side of Story Road (includes Target and Walgreens)
	Shopping Centers on north and south side of Story Road (includes Mi Pueblo Food Center)
	Emma Prush Farm Park (Public Park)
In Corridor-adjacent Area or Neighborhood(s)	KIPP Heartwood Academy (Middle School)

Planned Land Use

The *Envision San Jose 2040 General Plan* land use designations for this area include Open Space/Parkland and Neighborhood/Community Commercial. The General Plan does not suggest a planned long-term change with respect to the types of uses or their organization (also see *General Plan Land Use* map and table with *Applicable General Plan Land Use Designations* in the Appendix).

Segment 8 – Story Road between Bal Harbor Way and Capitol Expressway

Existing Land Uses

The land use character of this segment of the Corridor is signified by an alternating pattern of single-family residential and commercial frontages consisting of a wide range of small-scale retail and services business, including a number of restaurants. Although the lot depth for commercial uses does not exceed 135 feet, most of the businesses or business clusters include surface parking lots, an indication that many customers arrive by automobile. A cluster of auto-services related businesses occupies the four corners of the Story Road/Capitol Expressway intersection.

The residential development east of the Lower Silver Creek Trail access point on the south side of Story Road fronts the Corridor with a perimeter wall.

Established residential neighborhoods consisting of mostly single-family homes are located directly behind the commercial uses that line the Corridor along this segment and include several elementary schools (also see Existing Land Use and Key Designations map) as well as Capitol and Cassel Parks. Walking distances from within the residential neighborhoods to destinations on the Corridor will vary depending on the location of a home within the development, because of the longer block lengths in this area and a less number of cross streets that connect to the Corridor when compared to the street grid of the older residential areas along Segments 1, 2, and 3.

Key Destinations

The range of commercial uses along Story Road likely serve both the local community and patrons traveling through the Corridor. In addition, there is one access point on each side of the street to the Lower Silver Creek Trail, which provide access to Capitol Park in the Capital Goss/Dobem Neighborhood. The Sharman Harris Youth Center is located within the Genesis Pre-School/Eastside Church of God cluster.

TABLE 7: KEY DESTINATIONS – SEGMENT 8

Location	Description
Along Corridor	Strip Commercial along both sides of Story Road
	Genesis Pre-School/Eastside Church of God/Sharman Harris Youth Center
	Lower Silver Creek Trail (west of Galahad Avenue)
In Corridor-adjacent Area or Neighborhood(s)	Aptitud Community Academy at Goss (Elementary School)
	Sylvia Cassel Elementary School
	Anthony Dorsa Elementary School
	Clyde Arbuckle Elementary School
	Cassel Park (Public Park)
	Capitol Park (Public Park)
	Home Depot (east of Capitol Expressway)
	U.S. Post Office (east of Capitol Expressway)

Planned Land Use

The *Envision San Jose 2040 General Plan* land use designations for this area include Residential Neighborhood, Urban Residential, and Neighborhood/Community Commercial. While the General Plan does not suggest significant planned long-term changes with respect to the types of uses, the Urban Residential, and Neighborhood/Community Commercial designations would allow for a potential increase in the intensity of the existing and other uses that also fall under these categories (also see *General Plan Land Use* map and table with *Applicable General Plan Land Use Designations* in the Appendix).

In addition, the map of General Plan land use designations shows one significant difference in the organization of land uses along this segment on the south side of Story Road between Bal Harbor Way and Hopkins Drive. Here Neighborhood/Community Commercial use is shown as replacing the existing residential uses in the long-term along Story Road.

APPENDIX

Applicable General Plan Land Use Designations

(Source: *Envision San Jose 2040 General Plan*, Chapter 5 – Land Use)

General Plan Land Use Designations	Description
Residential Neighborhood	<p>Density: typically 8 DU/AC (Match existing neighborhood character); FAR up to 0.7 (1 to 2.5 stories)</p> <p>This designation is applied broadly throughout the City to encompass most of the established, single-family residential neighborhoods, including both the suburban and traditional residential neighborhood areas, which comprise the majority of its developed land. The intent of this designation is to preserve the existing character of these neighborhoods and to strictly limit new development to infill projects which closely conform to the prevailing existing neighborhood character as defined by density, lot size and shape, massing and neighborhood form and pattern. New infill development should improve and/ or enhance existing neighborhood conditions by completing the existing neighborhood pattern and bringing infill properties into general conformance with the quality and character of the surrounding neighborhood. New infill development should be integrated into the existing neighborhood pattern, continuing and, where applicable, extending or completing the existing street network. The average lot size, orientation, and form of new structures for any new infill development must therefore generally match the typical lot size and building form of any adjacent development, with particular emphasis given to maintaining consistency with other development that fronts onto a public street to be shared by the proposed new project.</p> <p>Existing development within this designation will typically have a density of approximately 8 DU/AC, but in some cases this designation may be applied to areas already developed at slightly higher or slightly lower densities. New infill development should conform to the <i>Envision General Plan</i> design guidelines for Residential Neighborhoods and be limited to a density of 8 DU/AC or the prevailing neighborhood density, whichever is lower. For example, on a site bordered by development with a prevailing average density of 5 DU/AC, new development should include the number of units that would most closely match this density. An alternative density may be appropriate if it would result in an infill development that matches existing development along the same street</p>

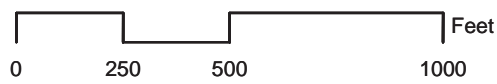
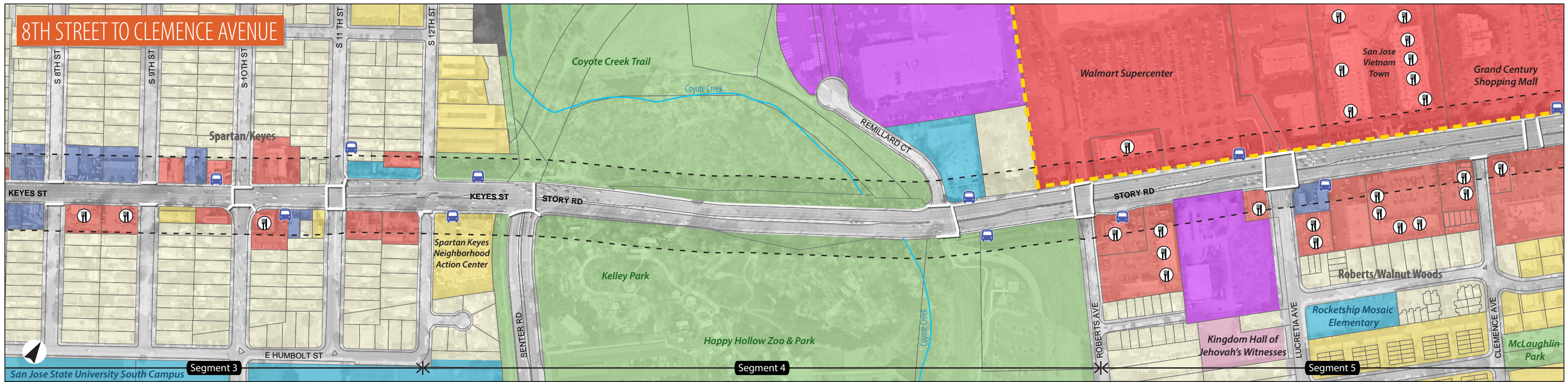
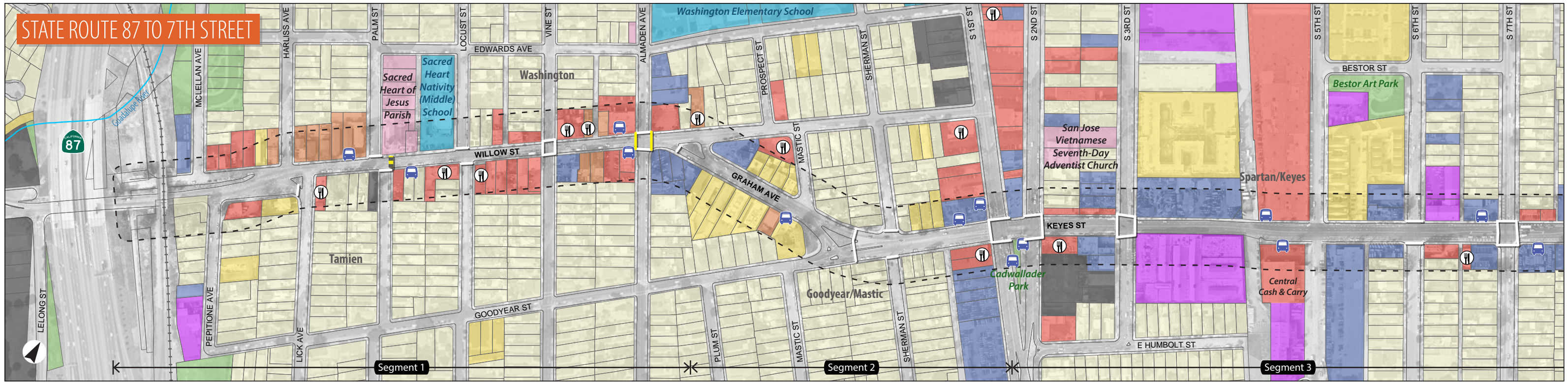
	<p>from which the new houses take direct access.</p> <p>Only in cases where new development is completely separated from existing neighborhoods by freeways, major expressways, or a riparian corridor or other similar barrier, will it be permissible for the new development to establish a unique character as defined by density, lot size and shape. Similarly, for infill projects where 50% or more of the development on the same block (both sides of the street) is developed at a density greater than 8 DU/AC, new development can match the prevailing density. For any new project to exceed 8 DU/AC, it is necessary that: (1) other policies in this Plan are met, (2) applicable design guidelines are met, and (3) development does not exceed 16 DU/AC. For example, on a site bordered by development with a prevailing average density of 12 DU/AC, new development should include the number of units that would most closely match this density, provided that it would also meet the applicable design guidelines and other Envision General Plan policies. Reinforcing the Envision General Plan's Growth Area Strategy to direct intensified development to areas with better access to services and transit, some areas currently developed with a mix of single-family and duplex uses are designated as Residential Neighborhood to discourage their further intensification.</p> <p>This designation supports the development of new commercial uses within established residential neighborhoods if located on busier streets or at street intersections, and provided such development does not negatively impact the surrounding neighborhood. Hospitals and other healthcare facilities may potentially be located within such areas provided that any potential land use impacts can be mitigated. New commercial uses are discouraged on small existing streets unless it can be clearly demonstrated that the commercial use can integrate with the existing residential neighborhood without creating adverse impacts. Commercial uses in these locations will typically be limited to home occupations or similar home-based commercial activities unlikely to create a nuisance within the established Residential Neighborhood setting. Private Community Gathering Facilities compatible with the surrounding residential neighborhood are also supported under this land use designation.</p>
Urban Residential	<p>Density: 30-95 DU/AC; FAR 1.0 to 4.0 (3 to 12 stories)</p> <p>This designation allows for medium density residential development and a fairly broad range of commercial uses, including retail, offices, hospitals, and private community gathering facilities, within identified Urban Villages, in other areas within the City that have existing residential</p>

	<p>development built at this density, within Specific Plan areas, or in areas in close proximity to an Urban Village or transit facility where intensification will support those facilities. Any new residential development at this density should be in Growth Areas or, on a very limited basis, as infill development within areas with characteristics similar to the Urban Village areas (generally developed at high-density and in proximity to transit, jobs, amenities and other services). The allowable density for this designation is further defined within the applicable Zoning Ordinance designation and may also be addressed within an Urban Village Plan or other policy document. This designation is also used to identify portions of Urban Village areas where the density of new development should be limited to a medium intensity in order to provide for a gradual transition between surrounding low-density neighborhoods and other areas within the Urban Village suitable for greater intensification. The allowable density/intensity for mixed-use development will be determined using an allowable FAR (1.0 to 4.0) to better address the urban form and potentially allow fewer units per acre if in combination with other uses such as commercial or office. Developments in this designation would typically be three to four stories of residential or commercial uses over parking.</p>
Mixed Use Commercial	<p>Density: Up to 50 DU/AC, FAR 0.5 to 3.0 (1 to 6 stories) This designation is intended to accommodate a mix of commercial and residential uses with an emphasis on commercial activity as the primary use and residential activity allowed in a secondary role. New development of a property with this designation should accordingly include commercial space equivalent to at least a 0.5 FAR for the property with a typically appropriate overall FAR of up to 3.0, allowing for a medium intensity of development. This designation therefore is more commercially focused than the Mixed Use Neighborhood designation and also allows for a greater intensity of use. Appropriate commercial uses include neighborhood retail, mid-rise office, medium scale hospitals or other health care facilities, and medium scale private community gathering facilities. Low impact industrial uses are appropriate if they are compatible and do not pose a hazard to other nearby uses.</p>
Mixed Use Neighborhood	<p>Density: up to 30 DU/AC; FAR 0.25 to 2.0 (1 to 3.5 stories) This designation is applied to areas intended for development primarily with either townhouse or small lot single-family residences and also to existing neighborhoods that were historically developed with a wide variety of housing types, including a mix of residential densities and forms. This designation supports</p>

	<p>commercial or mixed-use development integrated within the Mixed Use Neighborhood area. Existing neighborhoods with this designation are typically characterized by a prevalence of atypical lot sizes or shapes and a parcel-by-parcel development pattern where small townhouse development may exist adjacent to more traditional single-family development or more intense multi-family development.</p> <p>This designation should be used to establish new neighborhoods with a cohesive urban form, to provide transition between higher-density and lower-density neighborhoods, or to facilitate new infill development within an existing area that does not have an established cohesive urban character. Small lot single-family neighborhoods with this designation may involve zero lot-line or other design features not available through a standard subdivision process.</p> <p>Because, within such mixed neighborhoods, the established overall neighborhood density and character is more intense than that found in typical single-family detached neighborhoods, it is appropriate to allow for infill development in Mixed Use Neighborhood areas that includes medium density residential uses such as townhouses or stacked flats and some opportunity for live/work, residential/commercial, or small stand-alone commercial uses.</p> <p>Hospitals and other healthcare facilities may potentially be located within Mixed Use Neighborhood areas provided that any potential land use impacts can be mitigated. This designation may also be appropriate for areas in close proximity to urban amenities (such as transit stations), but that are not within a proposed Urban Village area.</p> <p>Development within this designation should occur through use of standard Zoning Districts, which specify the minimum lot size. Development at higher ends of the density range will typically require larger lot sizes (or a combination of existing lots) and must still meet Community Design Policies in the <i>Envision General Plan</i> and applicable design guidelines. The allowable density/intensity for mixed-use development will be determined using an allowable Floor Area Ratio (FAR) (0.25 to 2.0) rather than Dwelling Units per Acre (DU/ AC) to better address the urban form and to potentially allow fewer units per acre if in combination with other non-residential uses such as commercial or office.</p>
Neighborhood/Community Commercial	<p>Density: FAR Up to 3.5 (1 to 4 stories) This designation supports a very broad range of commercial activity, including commercial uses that serve the communities in neighboring areas, such as neighborhood serving retail</p>

<p>Combined Industrial/Commercial</p>	<p>Density: FAR Up to 12.0 (1 to 24 stories)</p> <p>This category allows a significant amount of flexibility for the development of a varied mixture of compatible commercial and industrial uses, including hospitals and private community gathering facilities. Properties with this designation are intended for commercial, office, or industrial developments or a compatible mix of these uses. This designation occurs in areas where the existing development pattern exhibits a mix of commercial and industrial land uses or in areas on the boundary between commercial and industrial uses. Development intensity can vary significantly in this designation based on the nature of specific uses likely to occur in a particular area. In order to maintain an industrial character, small, suburban strip centers are discouraged in this designation, although larger big-box type developments may be allowed because they mix elements of retail commercial and warehouse forms and uses. While this designation potentially accommodates a wide variety of uses and building forms, more specific guidance should be provided through the application of the Zoning Ordinance in order to establish use and form standards that will promote the development of a cohesive employment area across multiple adjoining properties that share this designation.</p>
<p>Industrial Park</p>	<p>Density: FAR Up to 10.0 (2 to 15 stories)</p> <p>The Industrial Park designation is an industrial designation intended for a wide variety of industrial users such as research and development, manufacturing, assembly, testing and offices. This designation is differentiated from the Light Industrial and Heavy Industrial designations in that Industrial Park uses are limited to those for which the functional or operational characteristics of a hazardous or nuisance nature can be mitigated through design controls. Hospitals may be appropriate within this designation, if it can be demonstrated that they will not be incompatible with Industrial Park uses or other nearby activities. Areas identified exclusively for Industrial Park uses may contain a very limited number of supportive and compatible commercial uses, when those uses are of a scale and design providing support only to the needs of businesses and their employees in the immediate industrial area. These commercial uses should typically be located within a larger industrial building to protect the character of the area and maintain land use compatibility. One primary difference between this use category and the "Light Industrial" category is that, through the Zoning Ordinance, performance and design standards are more stringently applied to Industrial Park uses.</p>
<p>Open Space/Parkland</p>	<p>These lands can be publicly- or privately-owned areas that</p>

	<p>are intended for low intensity uses. Lands in this designation are typically devoted to open space, parks, recreation areas, trails, habitat buffers, nature preserves and other permanent open space areas. This designation is applied within the Urban Growth Boundary to lands that are owned by non-profits or public agencies that intend their permanent use as open space, including lands adjacent to various creeks throughout the City. This designation is also applied outside of the Urban Growth Boundary to the bay lands located within Alviso.</p> <p>New development on lands within this designation should be limited to minimize potential environmental and visual impacts and, for properties located outside of the Greenline / Urban Growth Boundary, should avoid use of non-native, irrigated vegetation or development of new structures that would alter the environmental and visual quality of native habitat areas. Development of public facilities such as restrooms, playgrounds, educational/visitors' centers, or parking areas can be an inherent part of City or County park properties and are appropriate for Open Space, Parklands and Habitat properties both within and outside of the Greenline / Urban Growth Boundary, but in the latter case should be sensitively located so as to minimize potential environmental and visual impacts. Within the Greenline / Urban Growth Boundary, community centers, public golf courses, and other amenities open to the public would also be allowed within publicly-owned properties in this designation.</p> <p>Privately-owned lands in this designation are to be used for low intensity, open space activities. Appropriate uses for privately-owned lands in this category include cemeteries, salt ponds, and private buffer lands such as riparian setbacks. Where appropriate and where it has not otherwise been identified for use as open space (through a zoning, for instance), privately owned land in this designation may be considered for low-intensity agricultural uses provided that such uses do not involve the addition of buildings or other structures or use of irrigation on significant portions of the site.</p>
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Story-Keys Corridor Complete Streets

EXISTING LAND USE & KEY DESTINATIONS

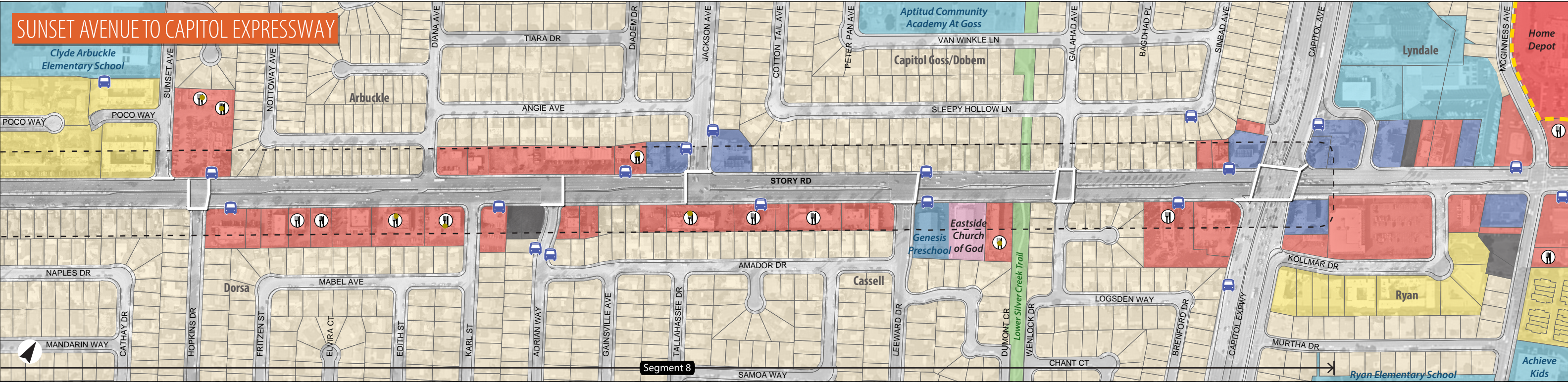
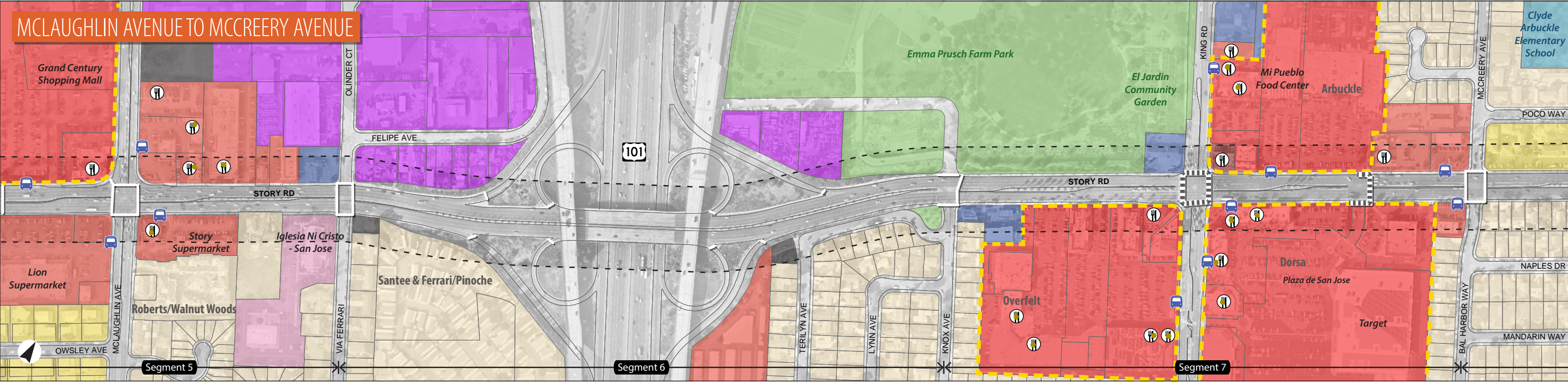
Legend

- Single-family Residential
- Multi-dwelling Residential
- Mixed Use (horizontal or vertical mix of residential and commercial uses)
- General Commercial (retail and services uses)
- Community Commercial (retail and services uses serving a larger area)
- Auto-related Uses (service, sale, repair, gas stations)

- Industrial (production, distribution, warehousing)
- Open Space/Parkland
- Public/Quasi Public
- Sites of Faith-based Organizations
- Vacant

- Study Area - 100-foot buffer from edge of Right-of-Way
 - Development proposal pending for property
 - Restaurant/Bar
 - Bus Stop
 - School
 - Park
 - Other
- Italicized text indicates key destinations*

- Existing Standard Crosswalk
- Existing Ladder Crosswalk



0 250 500 1000 Feet **Story-Keys Corridor Complete Streets** **EXISTING LAND USE & KEY DESTINATIONS**

Legend

Single-family Residential	Industrial (production, distribution, warehousing)	Study Area - 100-foot buffer from edge of Right-of-Way	Existing Standard Crosswalk
Multi-dwelling Residential	Open Space/Parkland	Development proposal pending for property	Existing Ladder Crosswalk
Mixed Use (horizontal or vertical mix of residential and commercial uses)	Public/Quasi Public	Restaurant/Bar	
General Commercial (retail and services uses)	Sites of Faith-based Organizations	Bus Stop	
Community Commercial (retail and services uses serving a larger area)	Vacant	<i>School</i>	
Auto-related Uses (service, sale, repair, gas stations)		<i>Park</i>	
		<i>Other</i>	

Italicized text indicates key destinations

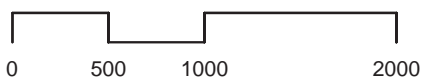
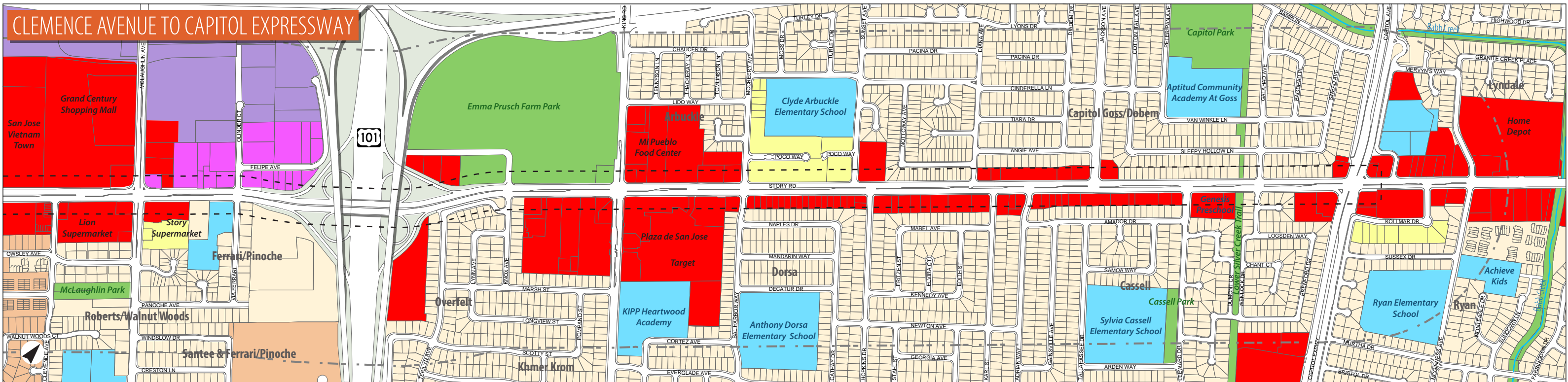
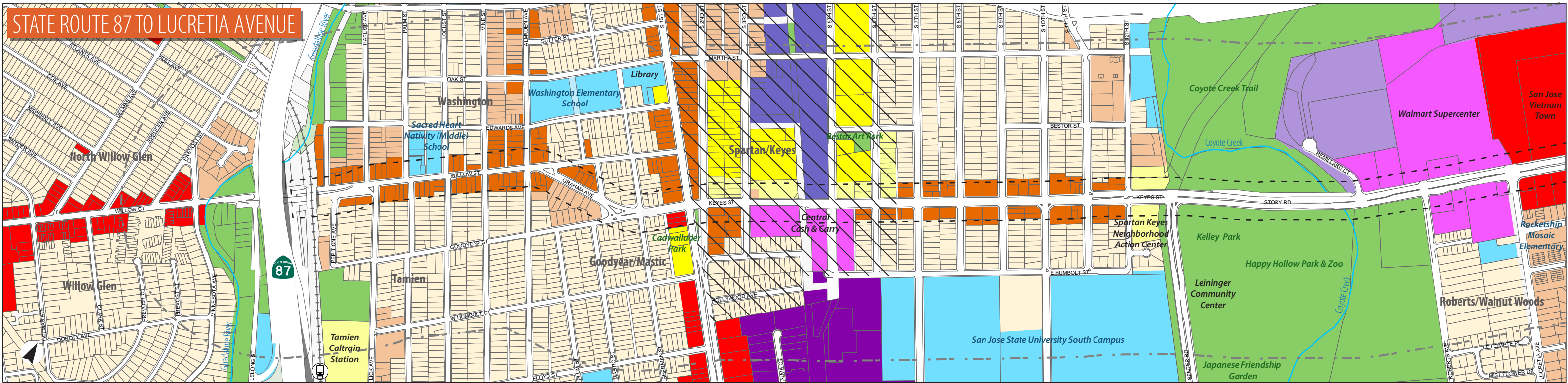
Valley Transportation Authority

CITY OF SAN JOSE
CAPITAL OF SILICON VALLEY

FEHR PEERS

cd+a
COMMUNITY DESIGN + ARCHITECTURE

2/10/2017



Story-Keys Corridor Complete Streets

Source: Envision San José 2040 General Plan, Martha Gardens Specific Plan

GENERAL PLAN LAND USE DESIGNATIONS

General Plan Land Use Designations

- | | |
|--------------------------------|-----------------------------------|
| Combined Industrial Commercial | Neighborhood/Community Commerical |
| Heavy Industrial | Mixed Use Commercial |
| Light Industrial | Mixed Use Neighborhood |
| Industrial Park | Transit Residential |
| Open Space, Parkland | Urban Residential |
| Public/Quasi-Public | Residential Neighborhood |

- Study Area - 100 foot buffer from edge of right of way.
- 1/4 Mile Walkshed
- Martha Gardens Specific Plan Area



2/10/2017