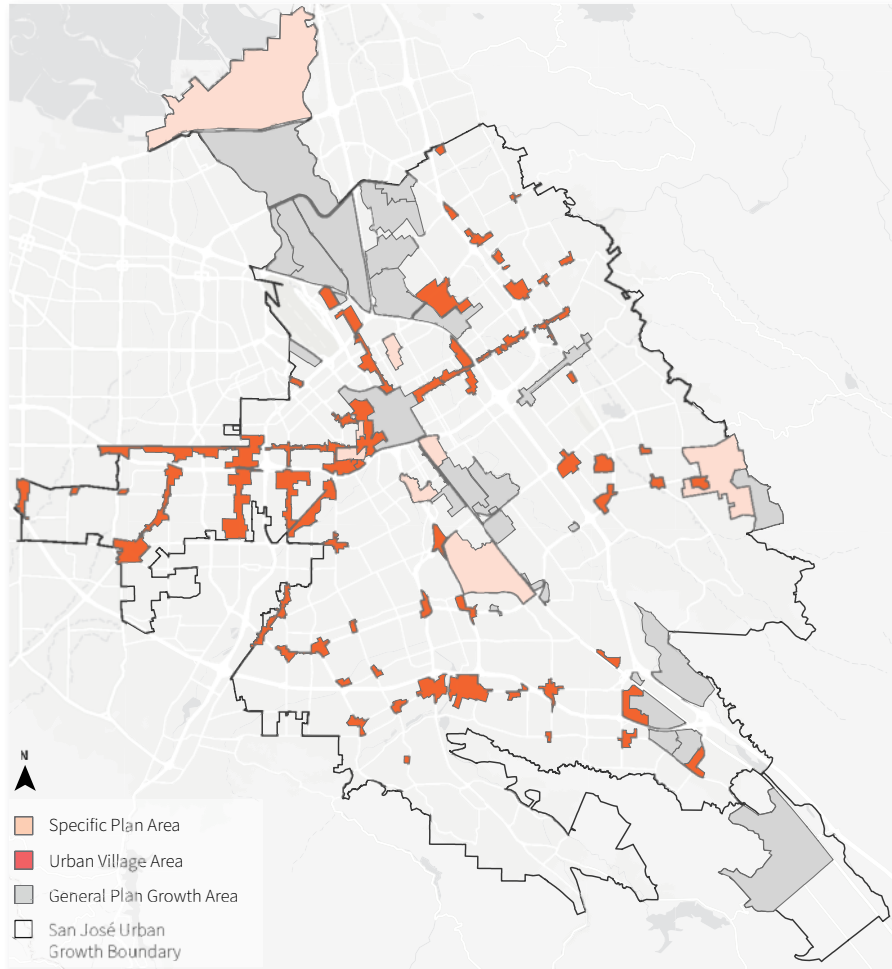


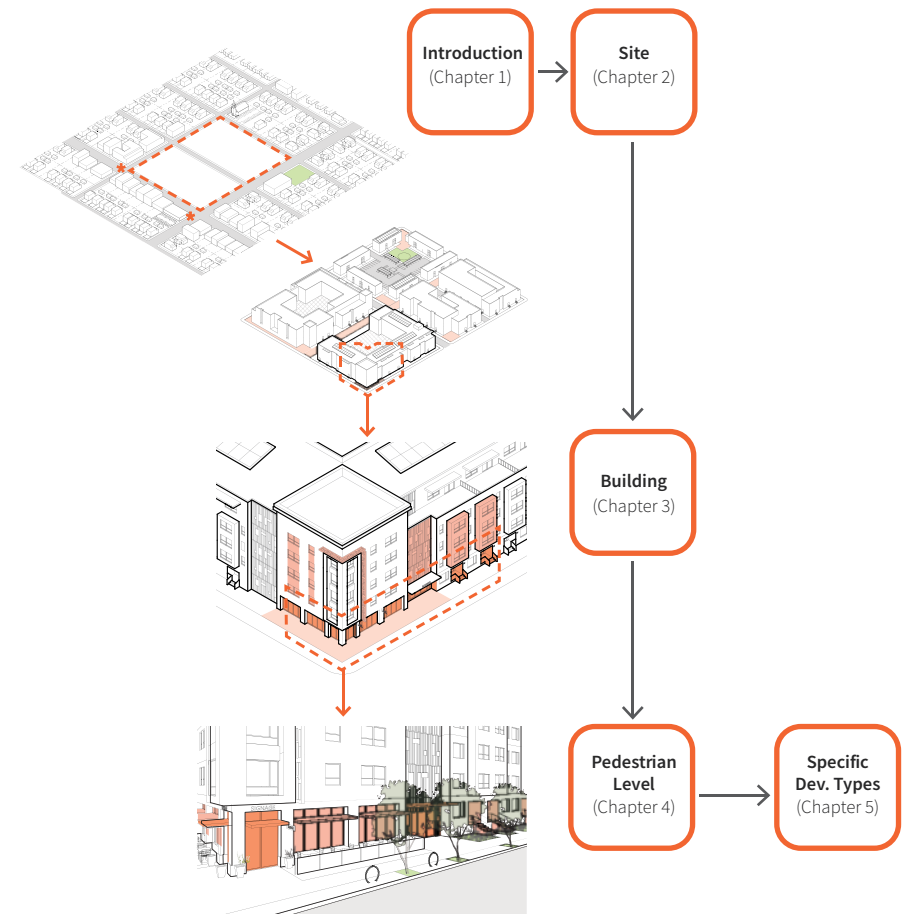
# Structure for clarity and completeness to enhance building design quality

## Applicability



Map showing Design Standards and Guidelines Applicability

## Document Structure



*"The Guidelines are very well-thought-out, well-organized and well presented for ease of use and are an aesthetic experience for the user."*

*- Gita Dev, Co-Chair Sustainable Land Use Committee Sierra Club Loma Prieta*

# Make the Design Standards and Guidelines easy to understand and use

## Interactivity

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#### 3.1 Massing

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## Helpful resources

#### Related Subsections

- 2.1.1 Site, Surrounding Context, and Internal Site Circulation
- 2.1.2 Relationship to Transit
- 3.1.2 Form, Proportion, and Scale
- 3.1.3 Historic Adjacency

#### Related Subsections

*Ease of access within the Design Standards and Guidelines to other relevant topic*

#### General Plan Reference

CD-3, CD-4, CD-10, LU-9, LU-11, LU-13, LU-17

#### General Plan Reference

*Location of relevant policies in the San José General Plan*

## Ease of use

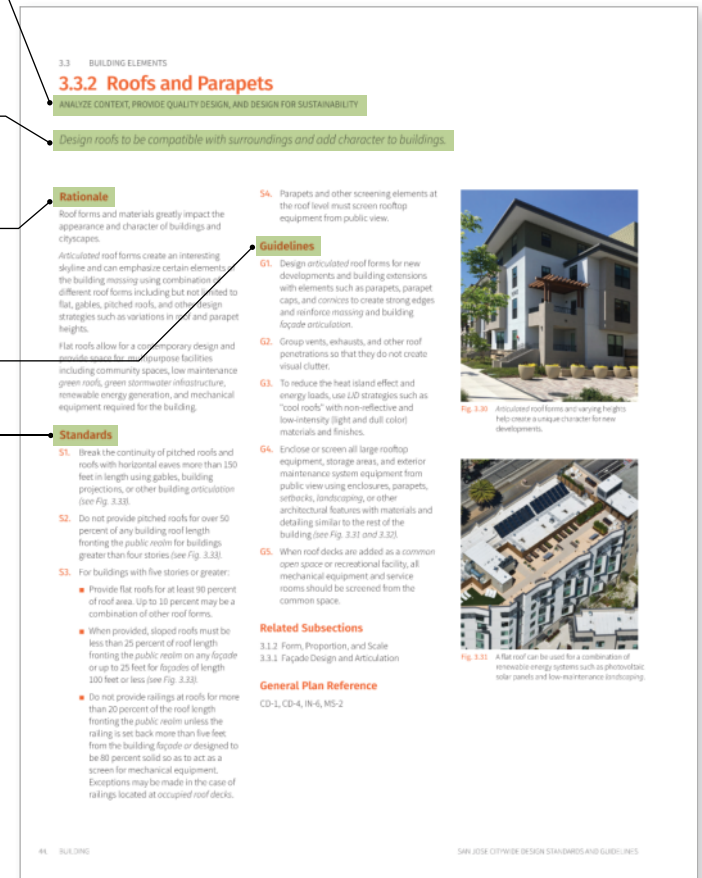
**Guiding Principle**  
*Ties the topic to stated community values*

**Objective**  
*Summarizes the intent of the guideline*

**Rationale**  
*Describes the principle and its importance*

**Guidelines**  
*Desired best practices*

**Standards**  
*Quantifiable, required rules*



*"The San José Citywide Design Standards and Guidelines will help ensure high-quality developments that prioritized sustainable transportation and vibrancy."*

*- Alex Shoor, Co-founder & Executive Director, Catalyze SV*



- Shani Kleinhaus, Ph.D., Santa Clara Valley Audubon Society

[illegible]



# Incorporate feedback from the community, planners, and architects

Planners facilitated several one-to-one and small group meetings with government agencies, architects, affordable housing organizations, non-profit organizations, neighborhood groups, and environmental advocates to ensure that the Guidelines are practical, climate-friendly, and realistic.



*"I would like to commend the open process that resulted in this robust new planning document created by San José City staff to guide future development."*

- Pedram Farashbandi, AIA, Principal, David Baker Architects

*"The city is taking a step in the right direction by bringing forward a design standard and inviting public comments."*

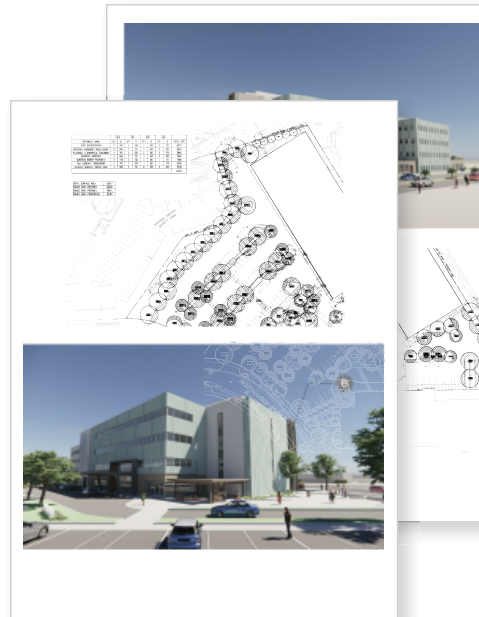
- Ziba Ghassemi, Vice President of Design at Unibail-Rodamco-Westfield

# Rationalize the Project Review Process

## Project Review Analysis using Design Standards and Guidelines



“Pedestrian plaza provided at the corner of the building. Façades facing the streets are articulated for at least 80% of the facade length.”



“Tree canopy cover at maturity will shade a minimum of 50% of surface parking areas.”



“Transparent ground floor building façade, primary building entrances, and active frontages located along the street help create a vibrant pedestrian realm.”

## Understandable and enforceable Standards

The Design Standards and Guidelines help create certainty for designers and the development community by providing quantifiable standards that are enforceable and by making the review process easier and more predictable.

*“Since its approval, it has improved the conversation and coordination between VTA and City of San José resulting in better design and less conflict between transit, bike, pedestrian, and automobiles. This will contribute toward a well-designed built environment with positive economic and social benefits.”*

*- Lola Torney, Transportation Planner III, Santa Clara VTA*

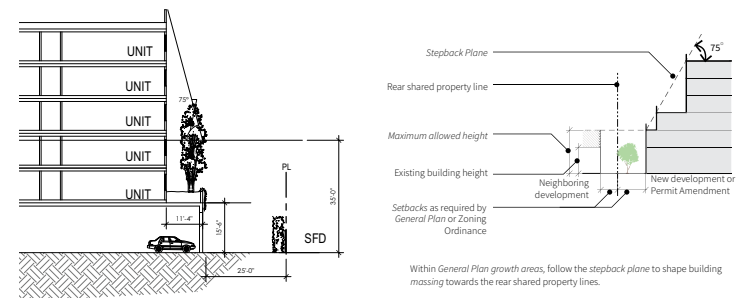
# Streamline Affordable Housing - Better design and better projects coming in the door

*Applicant submittal*



Development proposal has a special corner element with taller massing and creates an active frontage along the street.

*Applicant submittal*



Development proposal steps back from surrounding low density residential uses and complies with Massing Relationship to Context and Form, Proportion, and Scale.

## Guidelines encourage higher density affordable housing

The Guidelines promote high density affordable housing while respecting the existing surrounding low density developments.

As in this application, the designers highlighted the stepback planes which consider the maximum allowed height for surrounding low density sites irrespective of whether they are completely built out yet.

*"The San José Citywide Design Standards and Guidelines promote high-quality design standards for new construction and redevelopment projects that will support the larger urban context."*

*- Fred Buzo, San José Director, SPUR*

# Resilience towards Climate Change

Applicant submittal



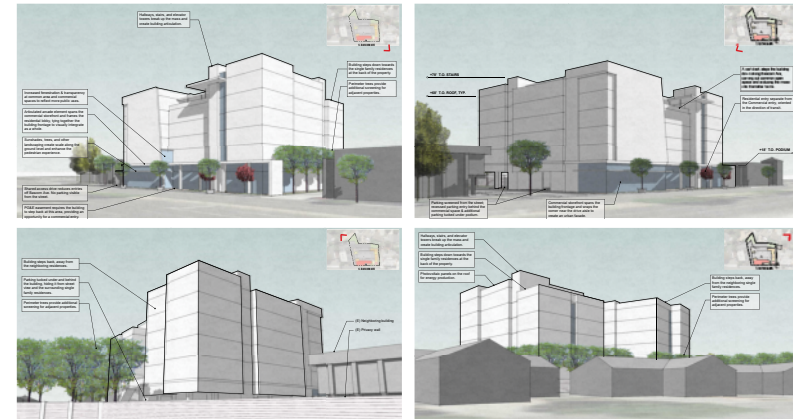
Development proposals conform with SB 330 objective design standards requirements and streamlines the approval of SB 35 affordable housing projects. It follows Facade Articulation and Pedestrian Level requirements to create an active frontage along the street. It also utilizes the guidelines regarding Awnings and Sunshades, Roofs and Parapets, and Landscape and Stormwater Management to optimize the building energy usage and be resilient towards climate change.

## Guidelines influencing the design from the beginning

An easy-to-use, comprehensive set of standards and guidelines allows designers to do much of the work of design review themselves, saving time for the City in the review process and improving the final design of the building.

As in this application, the designers highlighted the major design elements and their compliance by providing call-outs in the development proposal and explaining how the design conforms to the Guideline rules.

Applicant submittal



Development proposal steps down to surrounding low density residential uses and complies with Building Massing, Massing Relationship to Context, and Form, Proportion, and Scale.

*The new document outlines requirements for new buildings to respond sensitively to context, increase energy efficiency, and decrease the urban heat-island effect—among other impacts—and expresses a clear stance that supports right-sized growth and a shift toward climate responsiveness and human-scaled environments.*

*- Pedram Farashbandi, AIA, Principal, David Baker Architects*