

Getting to Great Places

How better urban design can strengthen San Jose's future

A Paradox

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in short, URBANISM



how do we get from here...



how do we get from here...to there?

Density is not Enough!

The IMPACT of land use choices...

- on travel behavior
- on long-term value
- on attracting talent
- on public health
- on climate

...depends on URBAN DESIGN



using URBAN DESIGN to deliver the benefits of density.

What do we mean by “urban design”?

- NOT architectural style
- NOT aesthetics
- NOT broader land use program

The INTEGRATION of buildings, streets, and open space into places that work for PEOPLE.



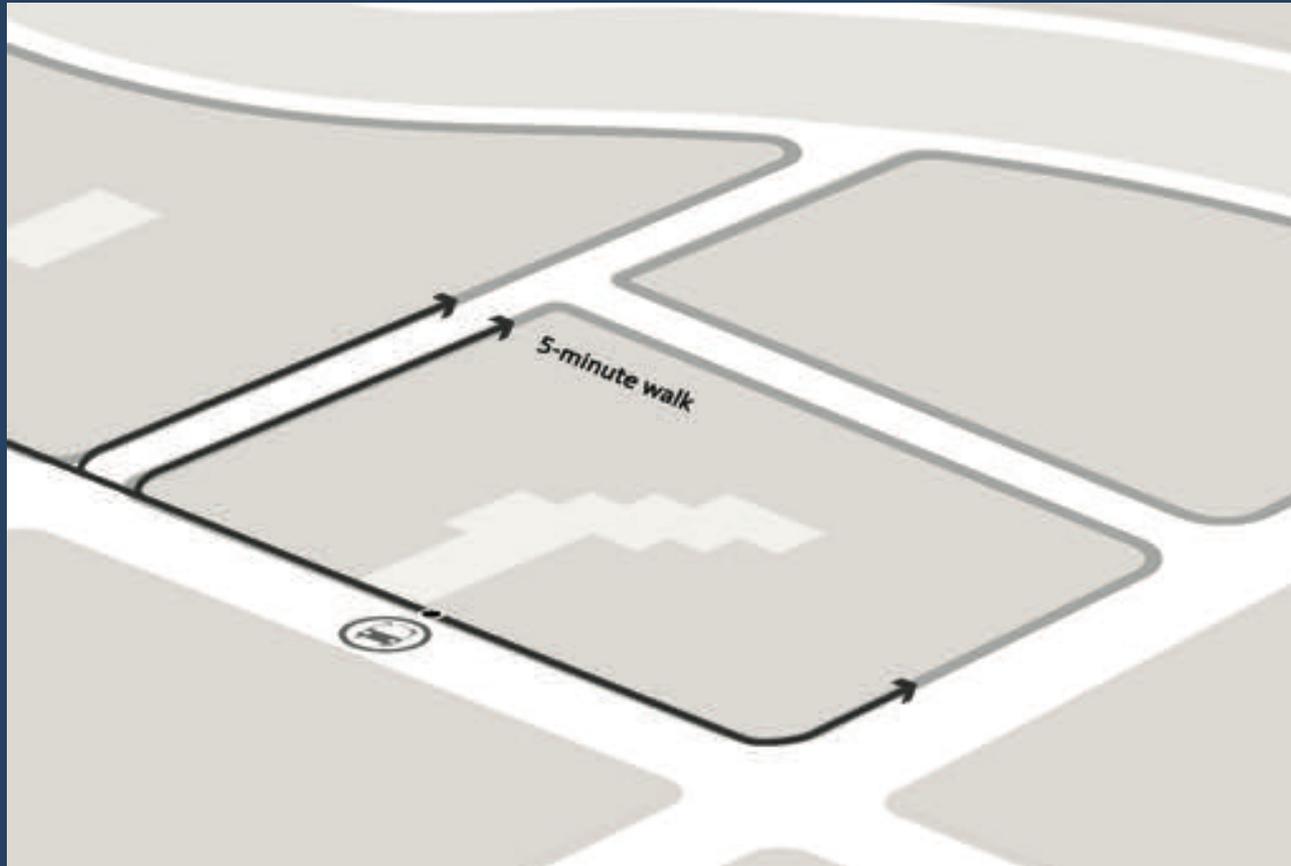
Walkability: the measure of success



Walkability: 7 Key Ingredients

1. Fine-grained pedestrian circulation.
2. Orient buildings to streets and open space.
3. Organize uses to support public activity.
4. Place parking behind/below buildings.
5. Address the human scale with building and landscape details.
6. Provide clear, continuous pedestrian access.
7. Build complete streets.

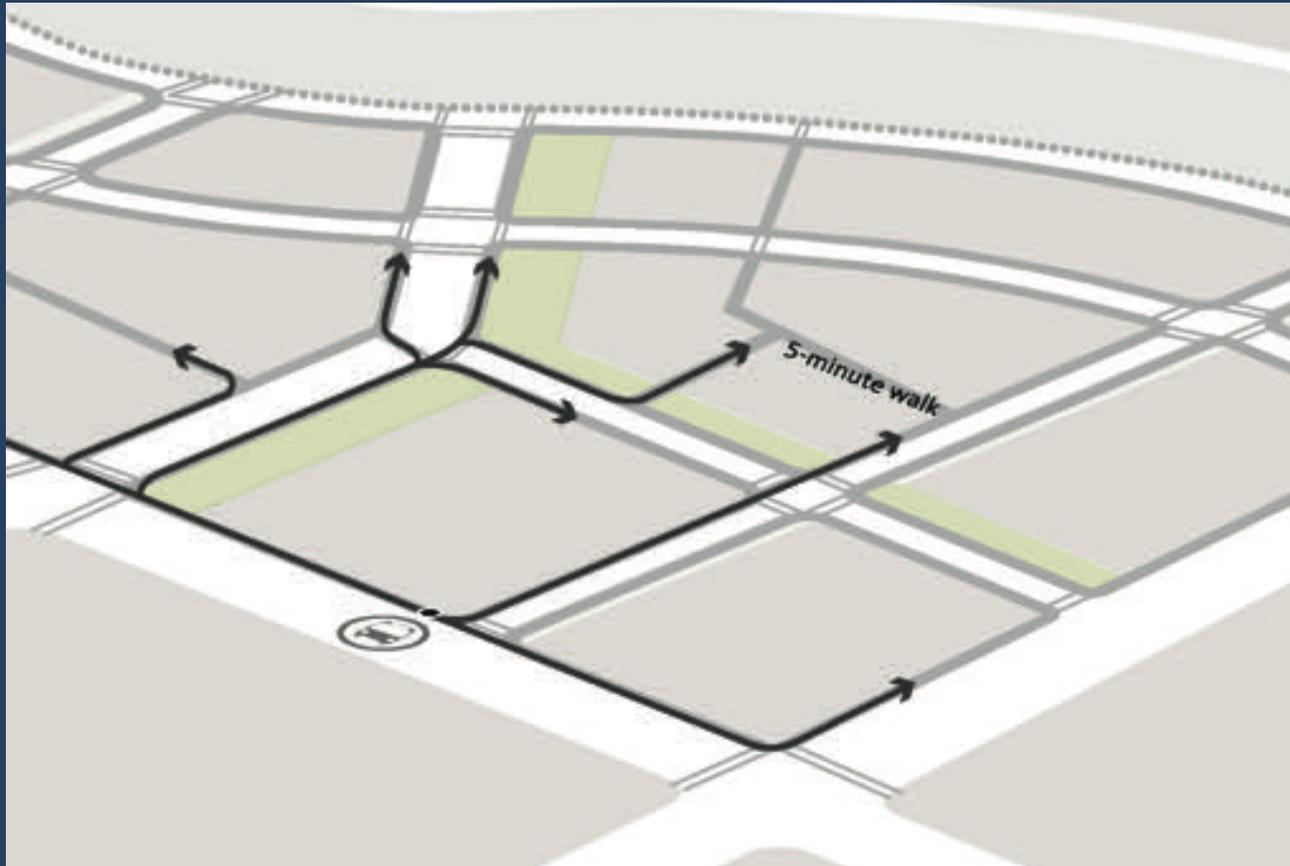
1. fine-grained pedestrian circulation



TYPICAL

graphics courtesy of Gensler

1. fine-grained pedestrian circulation



BETTER

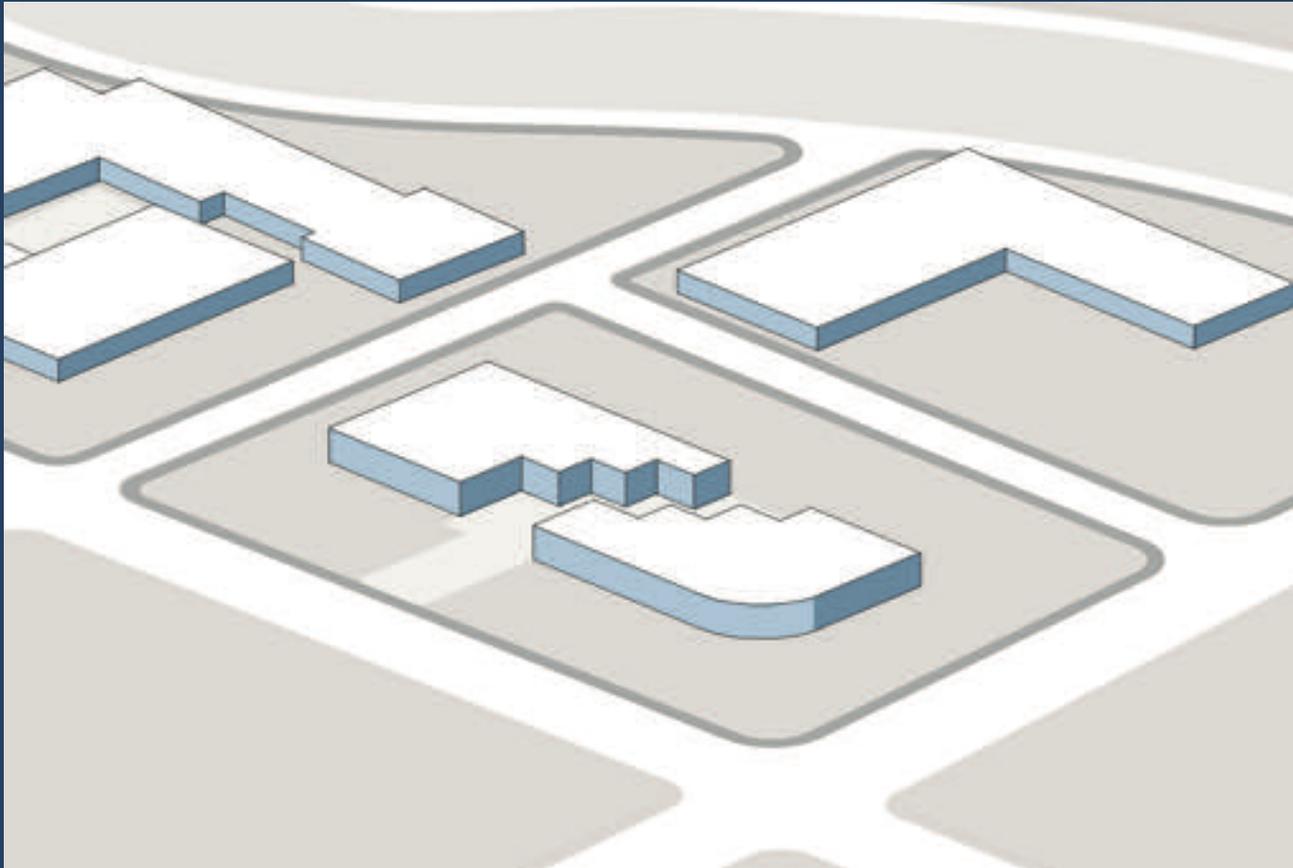
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BEST

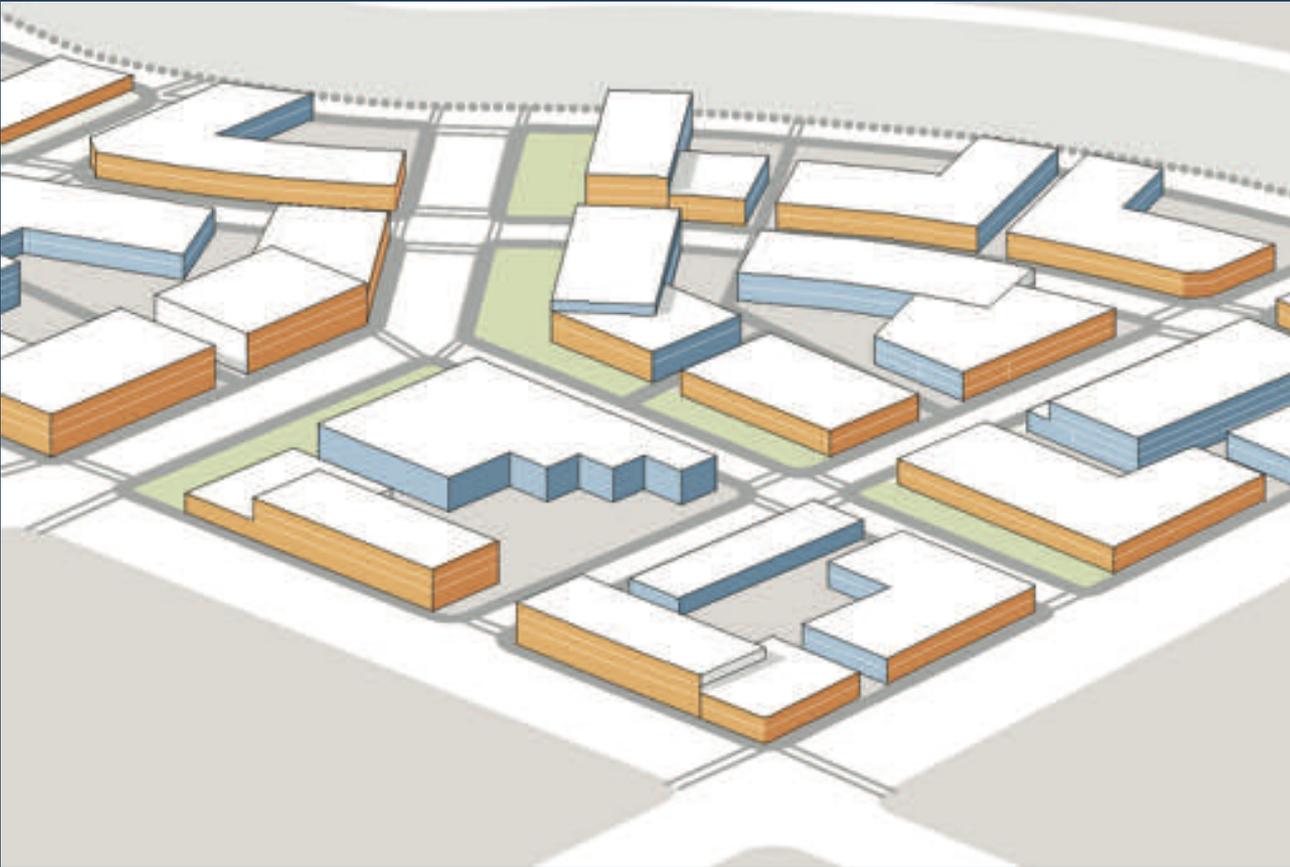


2. orient buildings to streets and open space



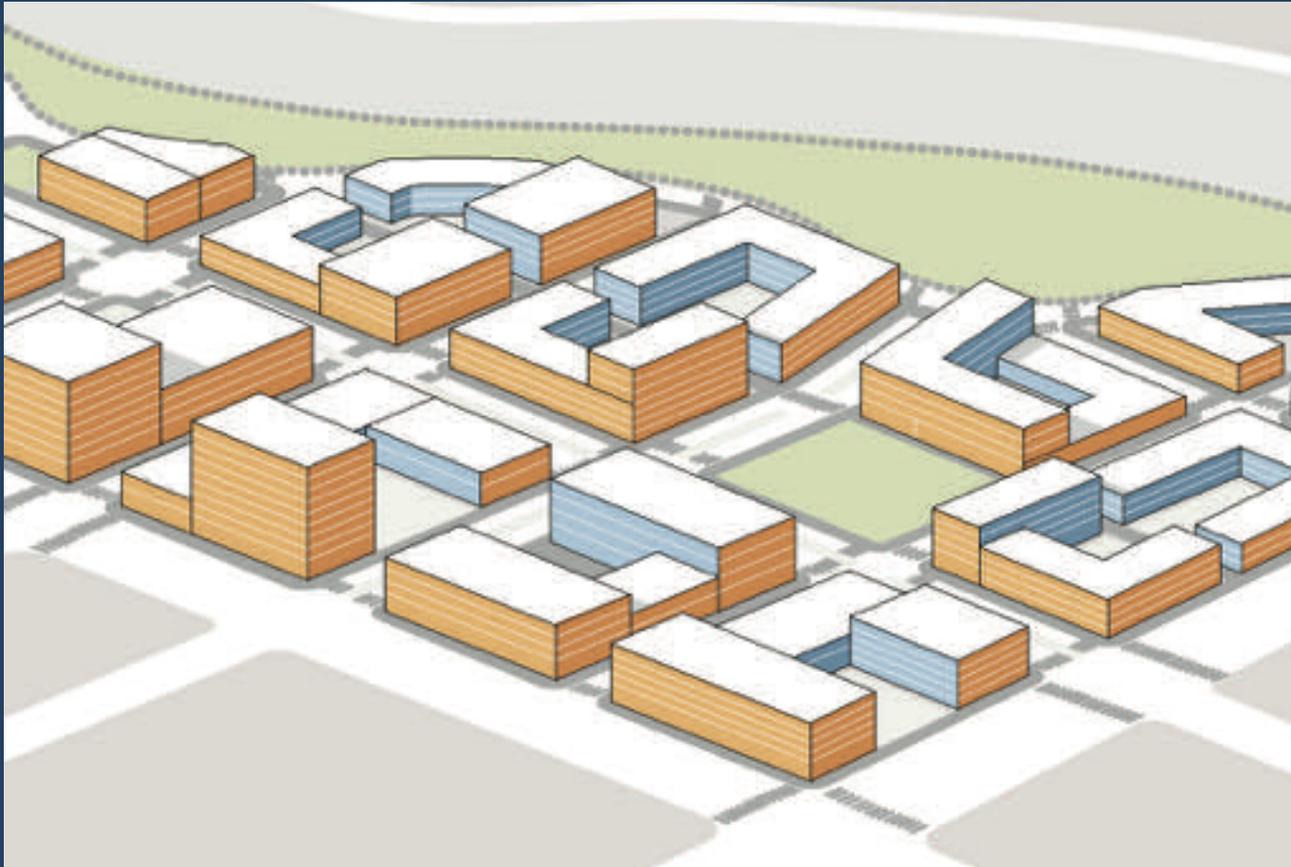
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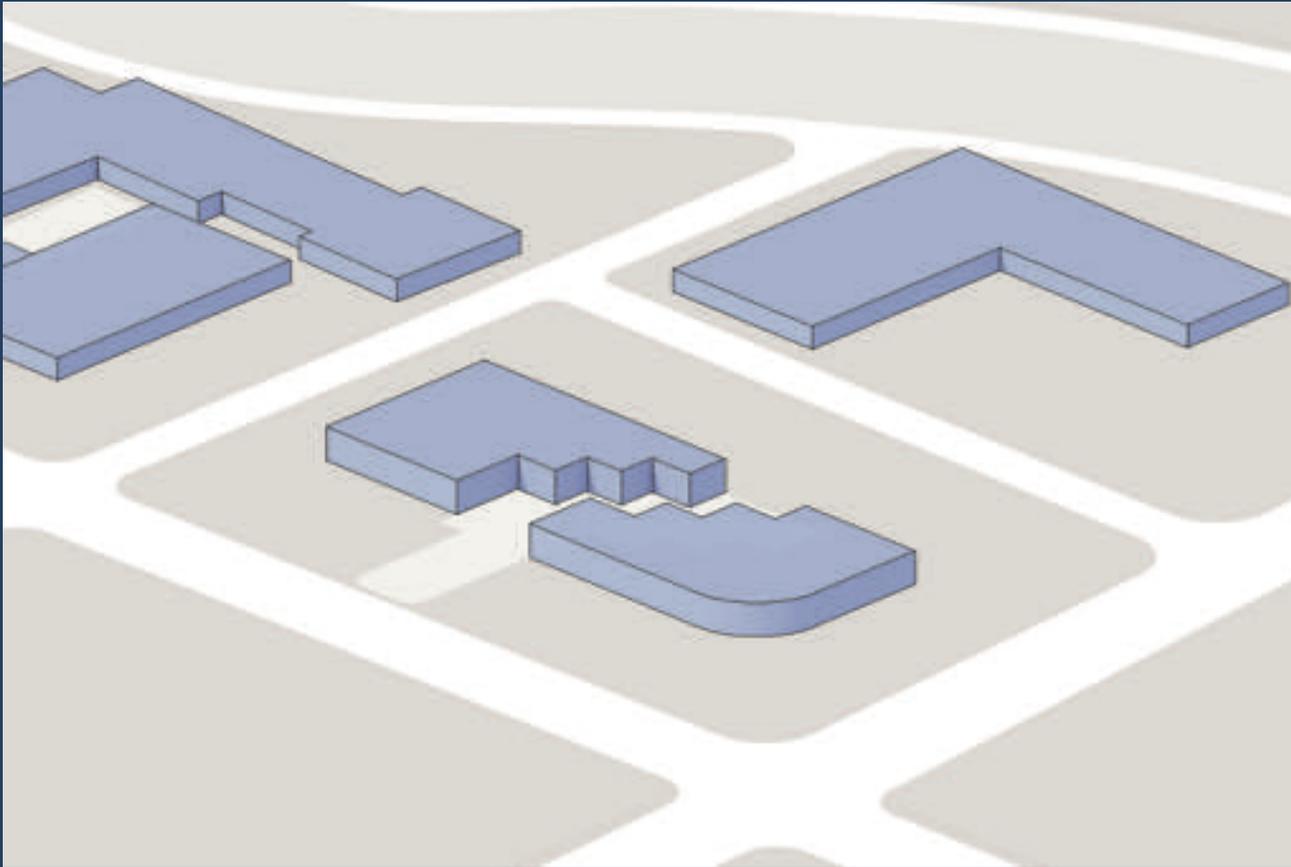


BEST



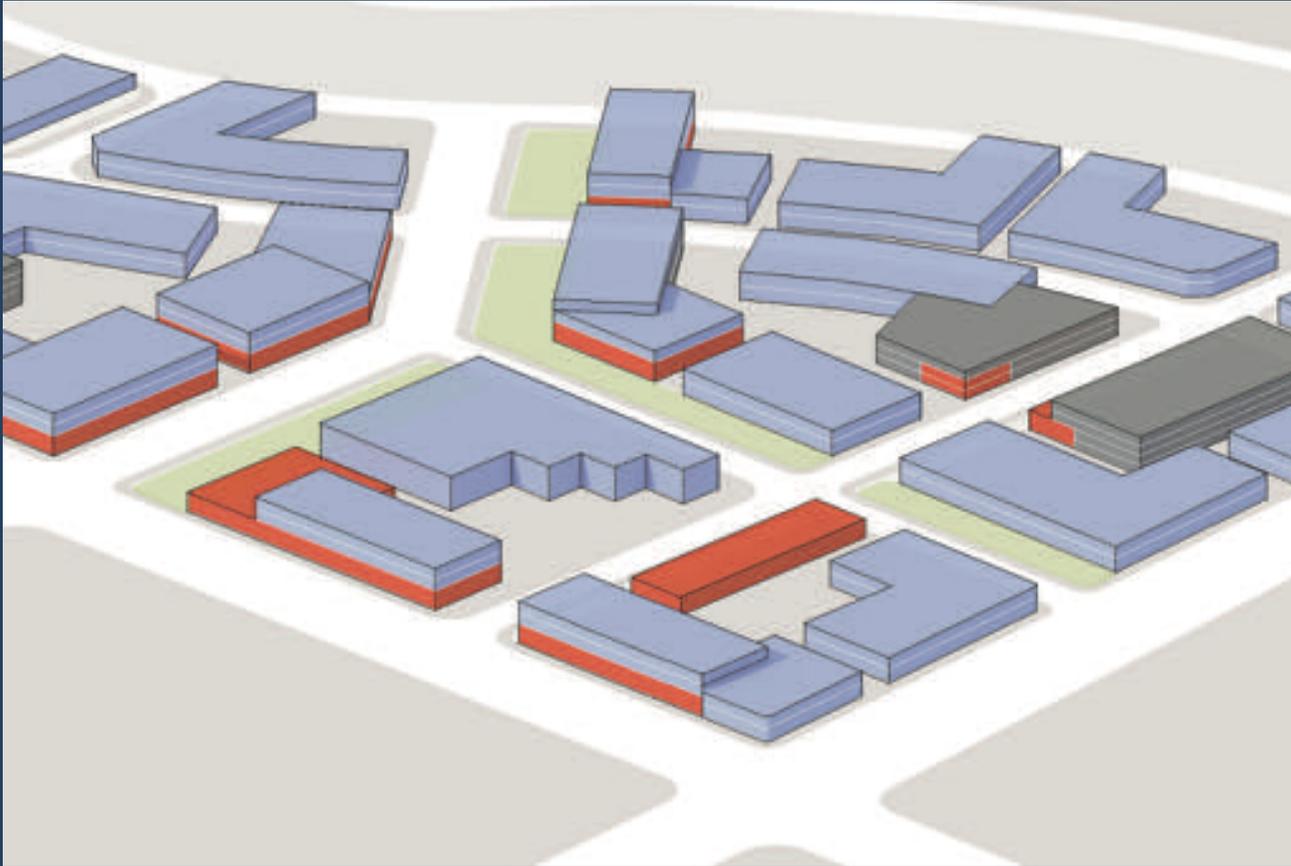
urban design is about... how buildings work together to define streets and spaces

3. organize uses to support public activity



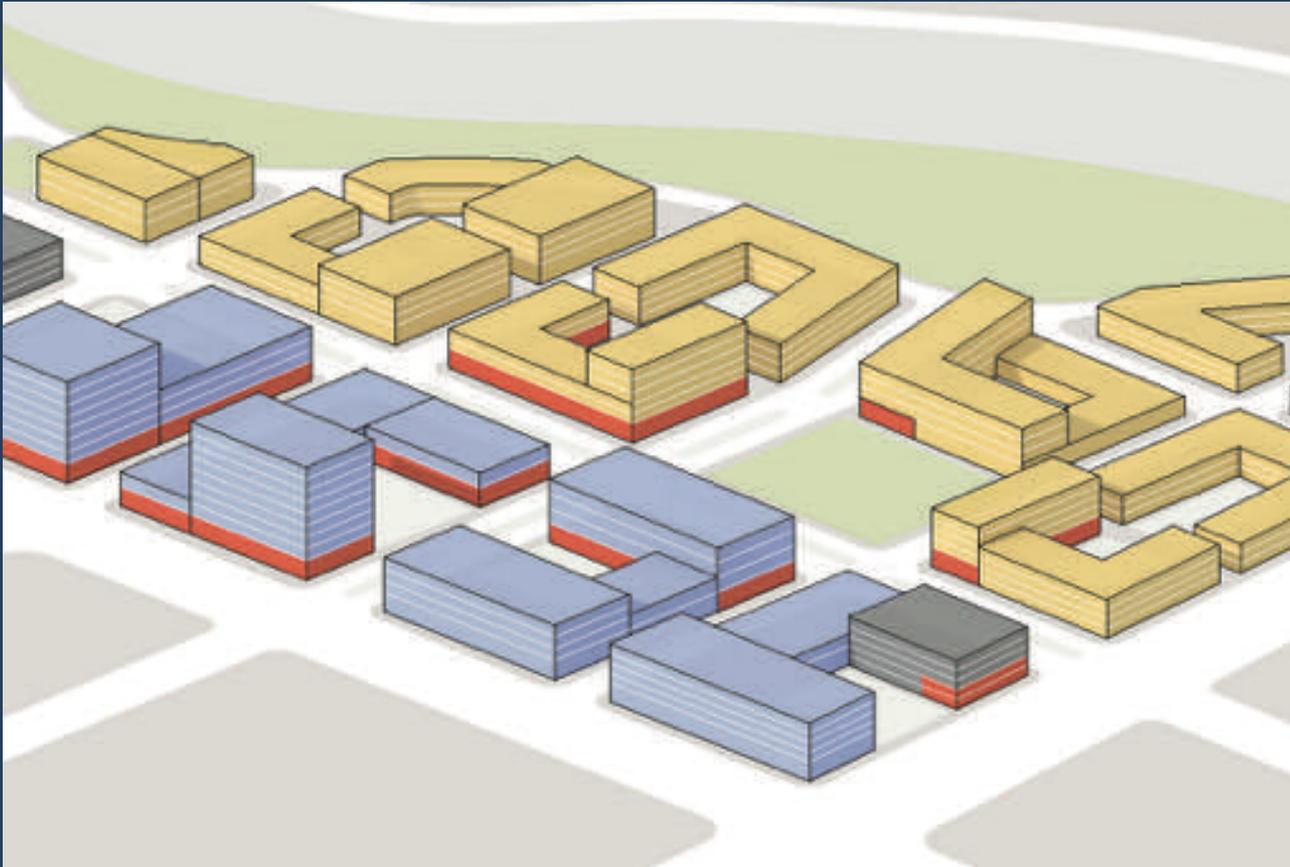
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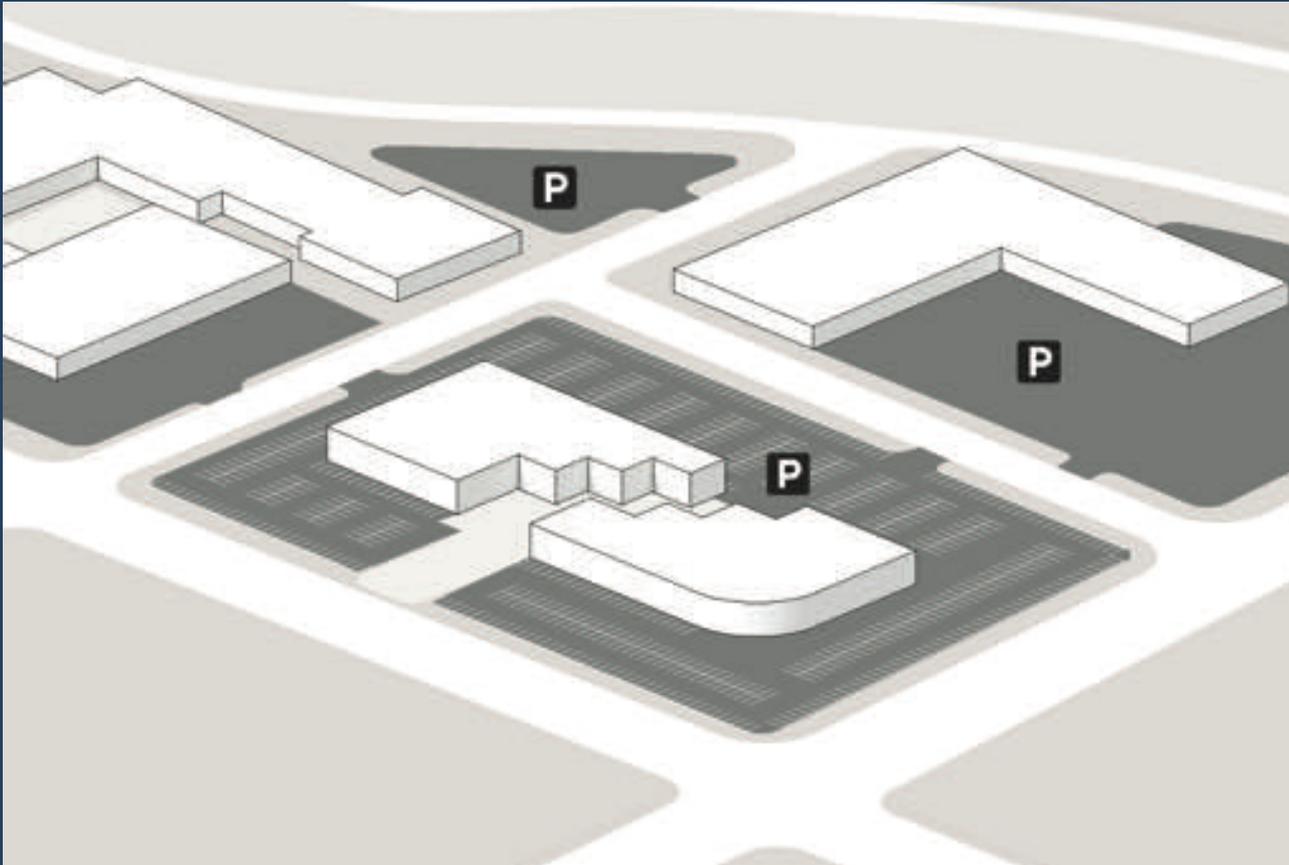
BEST



urban design is about...

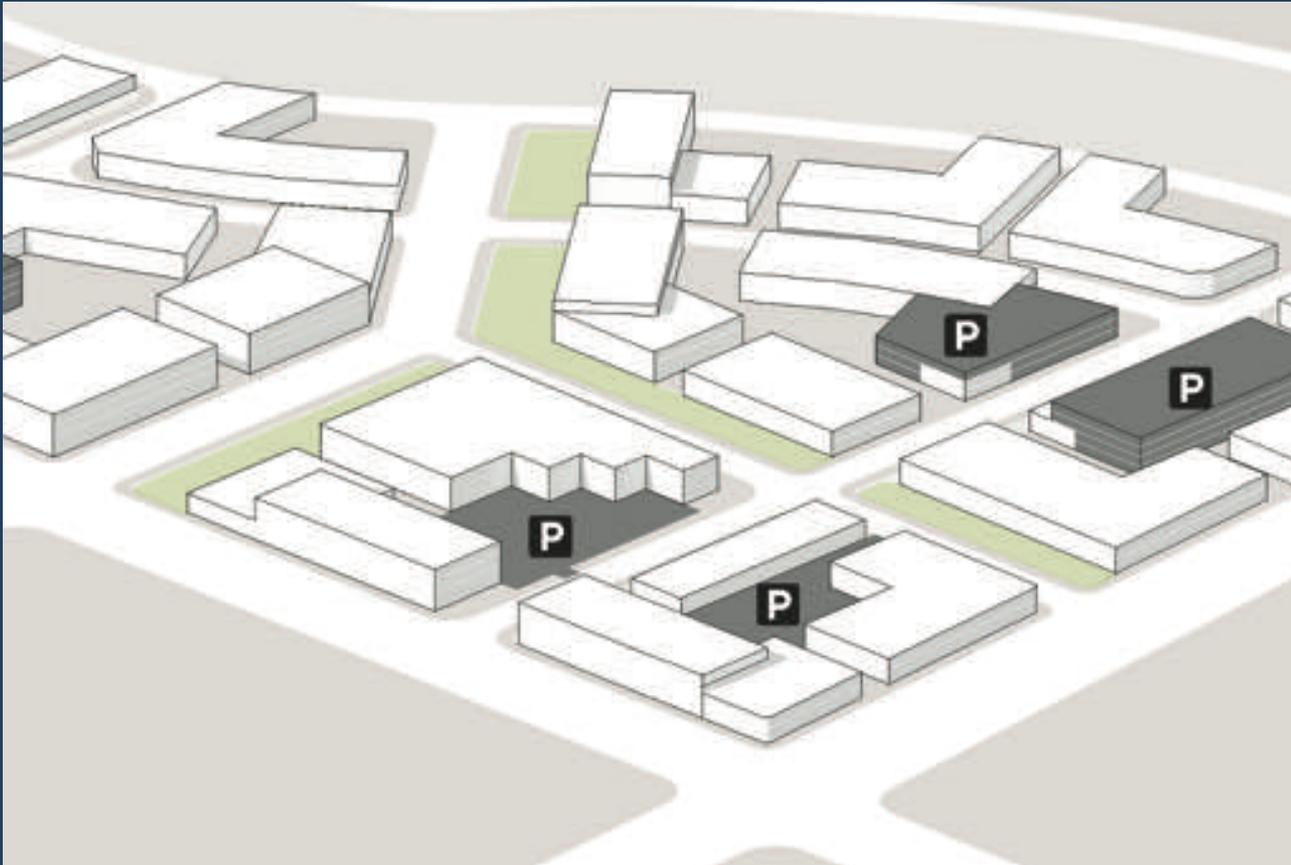
how uses bring spaces to life

4. place parking behind/below buildings



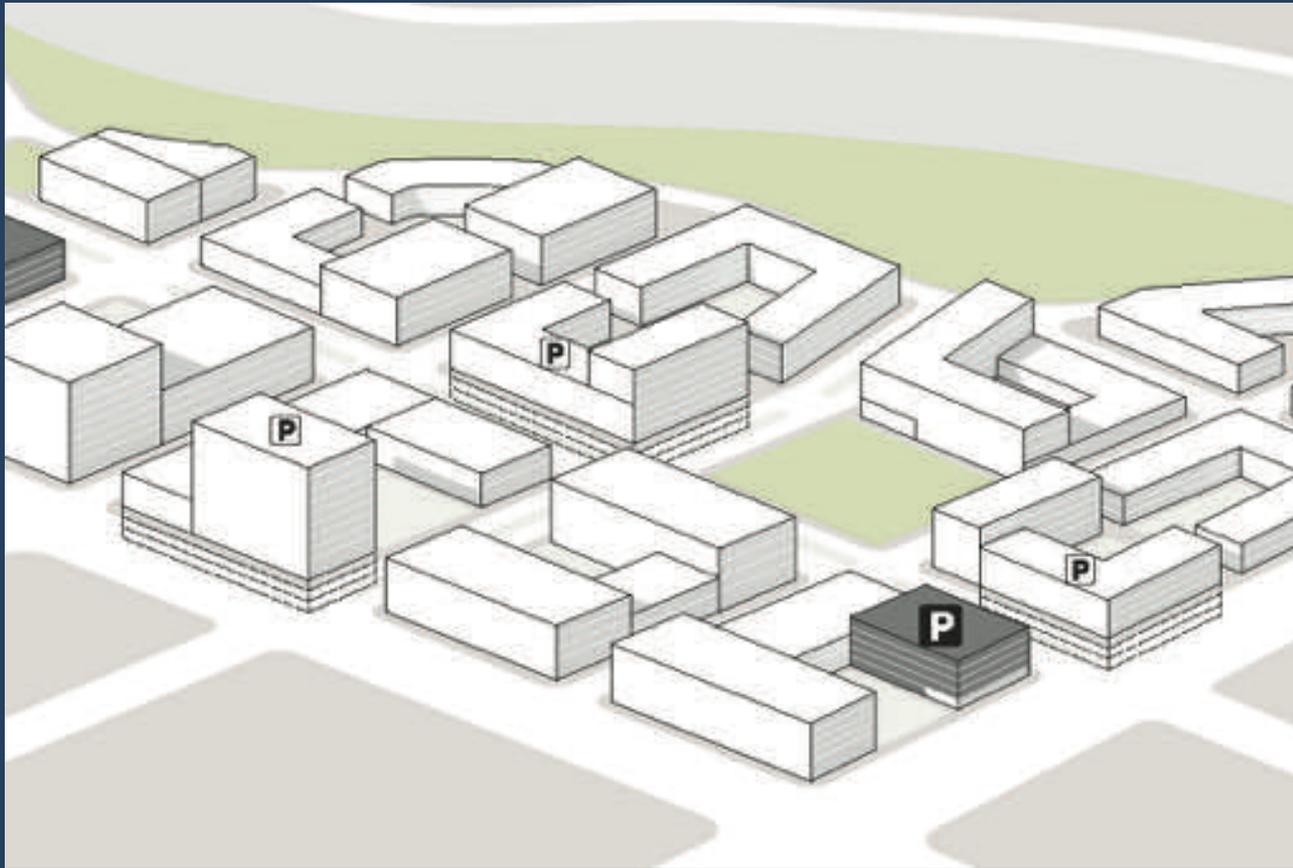
TYPICAL

4. place parking behind/below buildings



BETTER

4. place parking behind/below buildings



BEST



urban design is about... artfully accommodating the auto

5. address the human scale with building and landscape detail



TYPICAL

5. address the human scale with building and landscape detail



BETTER

5. address the human scale with building and landscape detail



BEST



urban design is about... physical comfort and legibility

6. provide clear, continuous pedestrian access



TYPICAL

6. provide clear, continuous pedestrian access



BETTER

6. provide clear, continuous pedestrian access



BEST



urban design is about... welcoming the pedestrian

7. build complete streets



TYPICAL

7. build complete streets



BETTER

7. build complete streets



BEST



urban design is about... how streets support mobility options

everyone is a pedestrian, even if they arrive by car.





CRACKING THE CODE

Zoning and Code Reform in San Jose's Urban Growth Areas

SPUR White Paper

Released on November 13, 2015

SPUR Staff: Benjamin Grant, Kristy Wang

Task Force Members: Jeff Berg, Margo Bradish, Steve Cox, Andrew Crabtree, Jeff Current, Thang Do, Nate Echeverria, Bill Ekern, Frank Fuller, Drew Hodcock, Mike Kim, Jerry King, Nancy Klein, Ellen Lou, Jeff Oberdorfer, Steve Ptaszek, Kelly Snider, Tim Steele, Cass Swanson, Kevin Wilcock, Geri Wong

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Additional thanks to Frank Fuller and Jane Lin of Urban Field Studio for graphic support and to SOM for technical support.

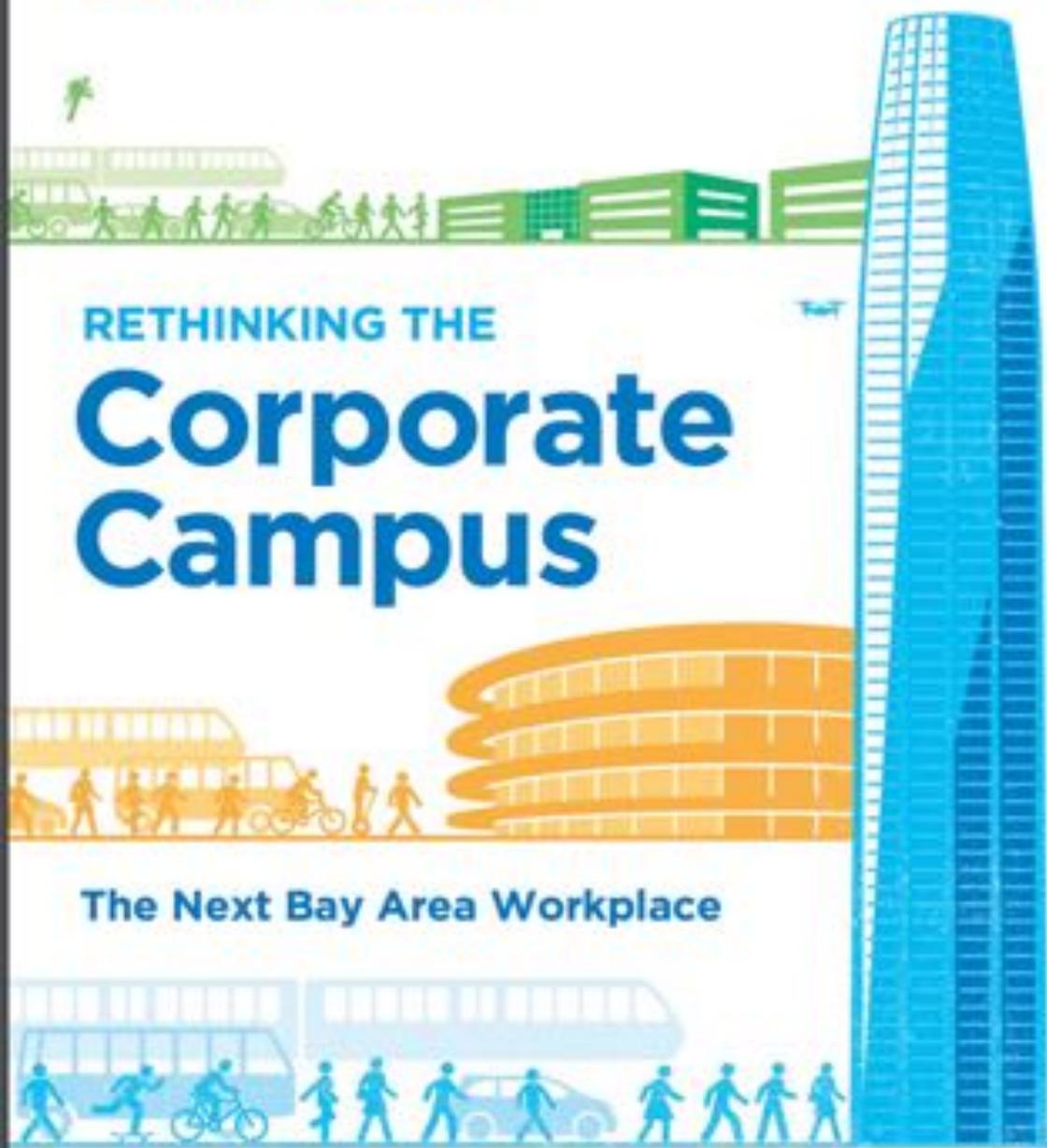
Thanks to the generous support of the John S. and James L. Knight Foundation.

www.spur.org



RETHINKING THE
**Corporate
Campus**

The Next Bay Area Workplace





Bell Labs, Holmdel





Google earth



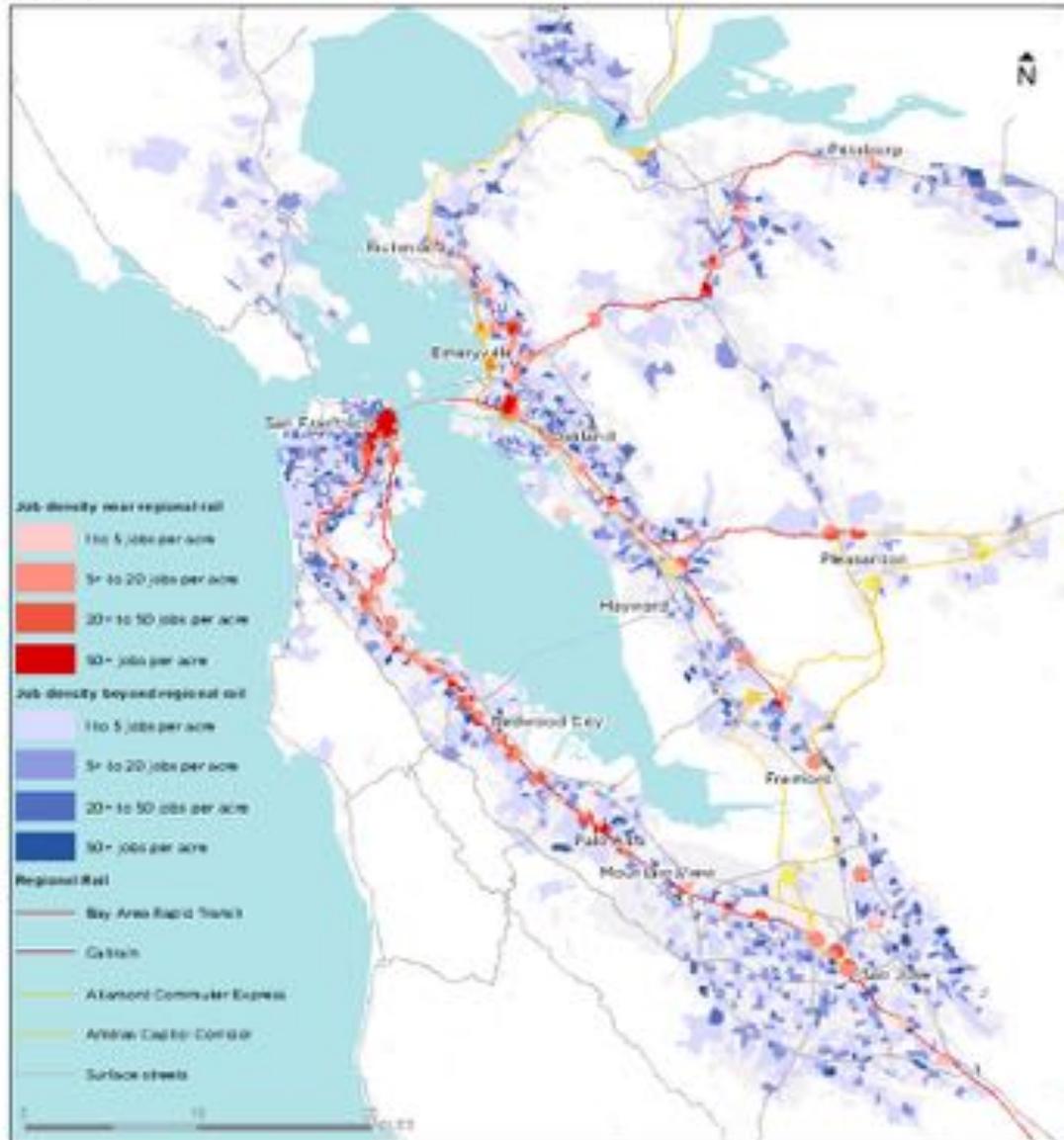
SPUR's workplace policy agenda

- 1. Support a thriving, resilient, diverse regional economy**
- 2. Make efficient use of land**
- 3. Reduce drive-alone commuting**
- 4. Reduce greenhouse gas emissions**
- 5. Support the Bay Area's unique quality of life**

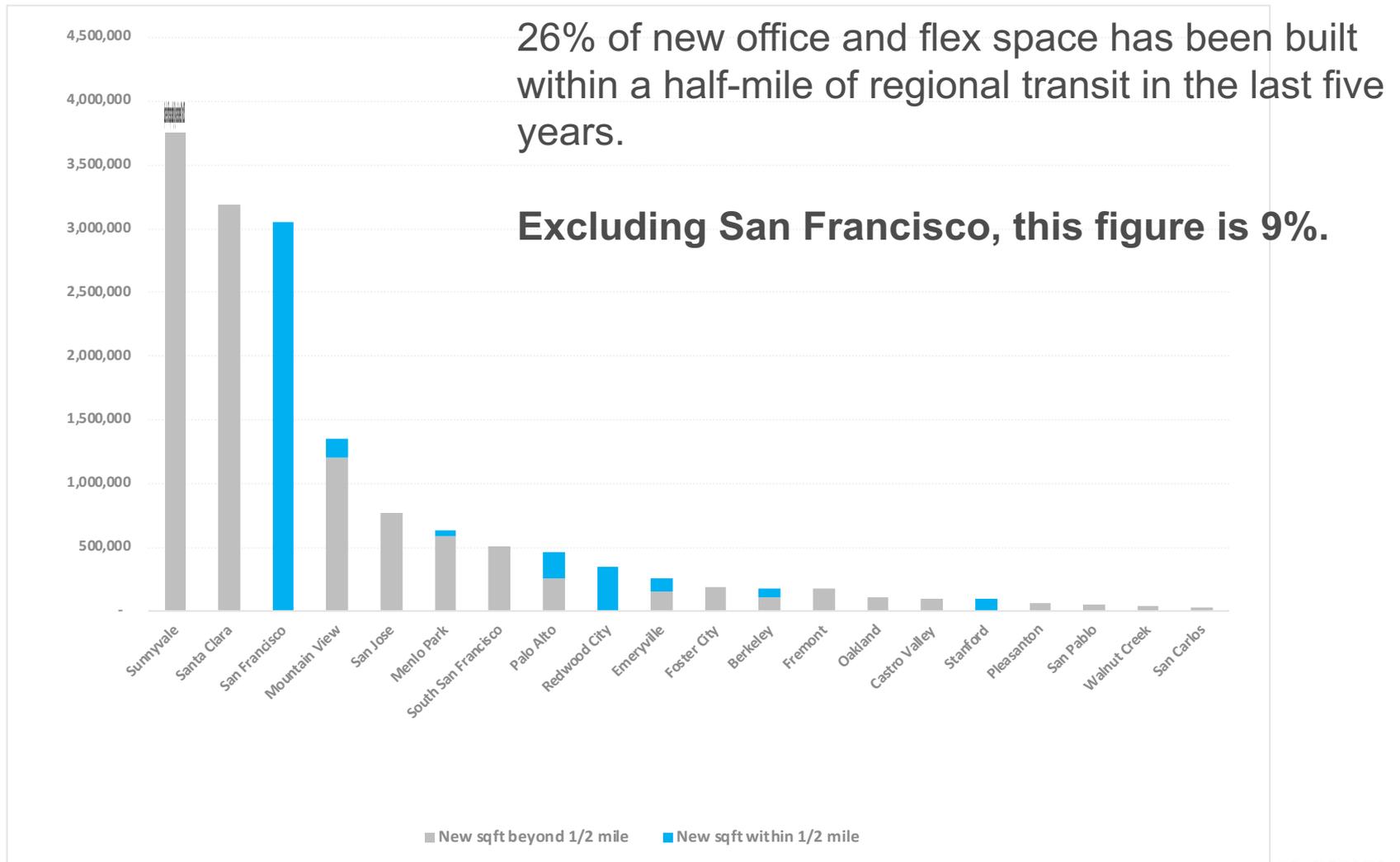
Bay Area job location, all sectors

Job density in 2015

Caption: Only 21% of Bay Area jobs are within a half-mile of regional rail stations.

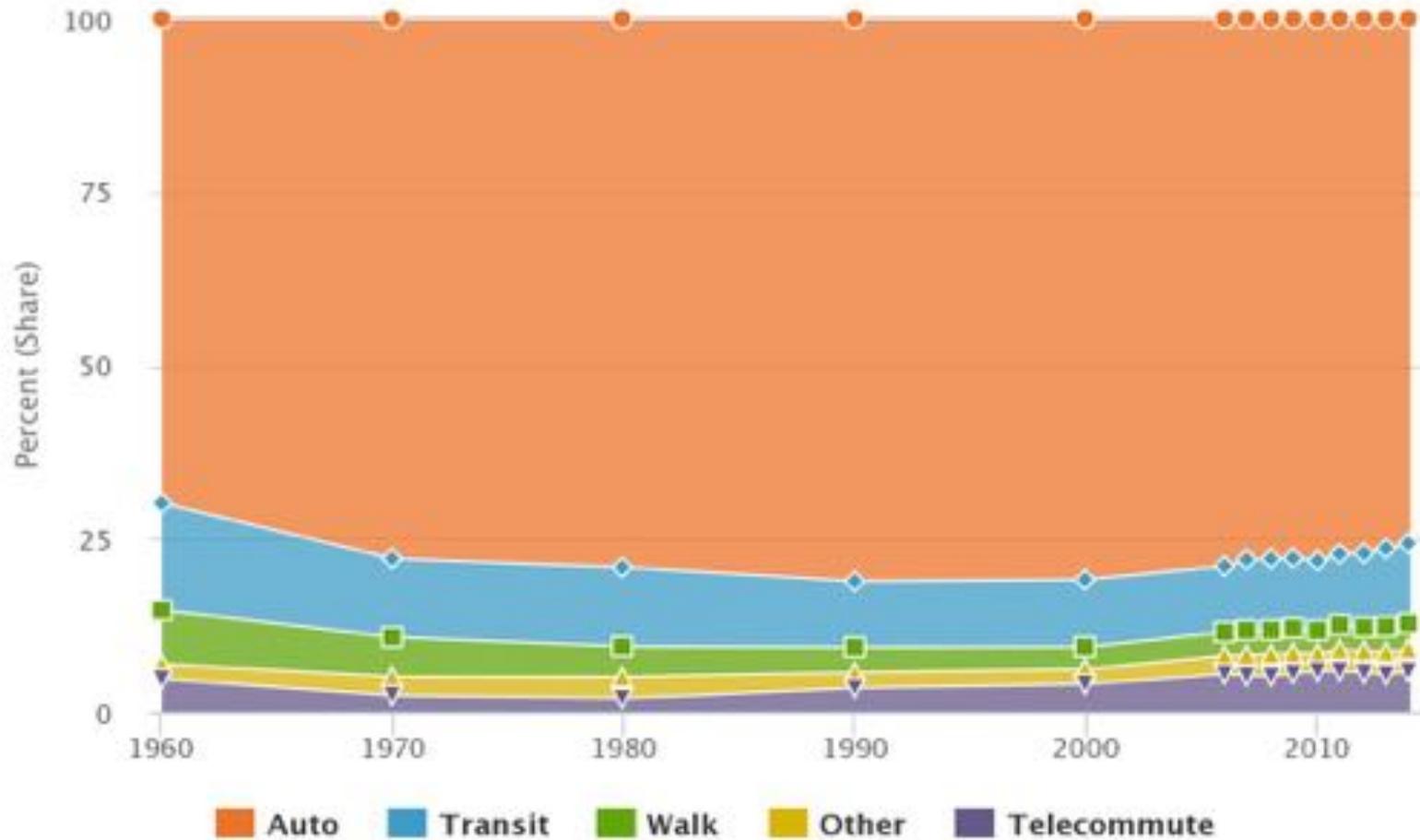


most new workplaces are auto-dependent



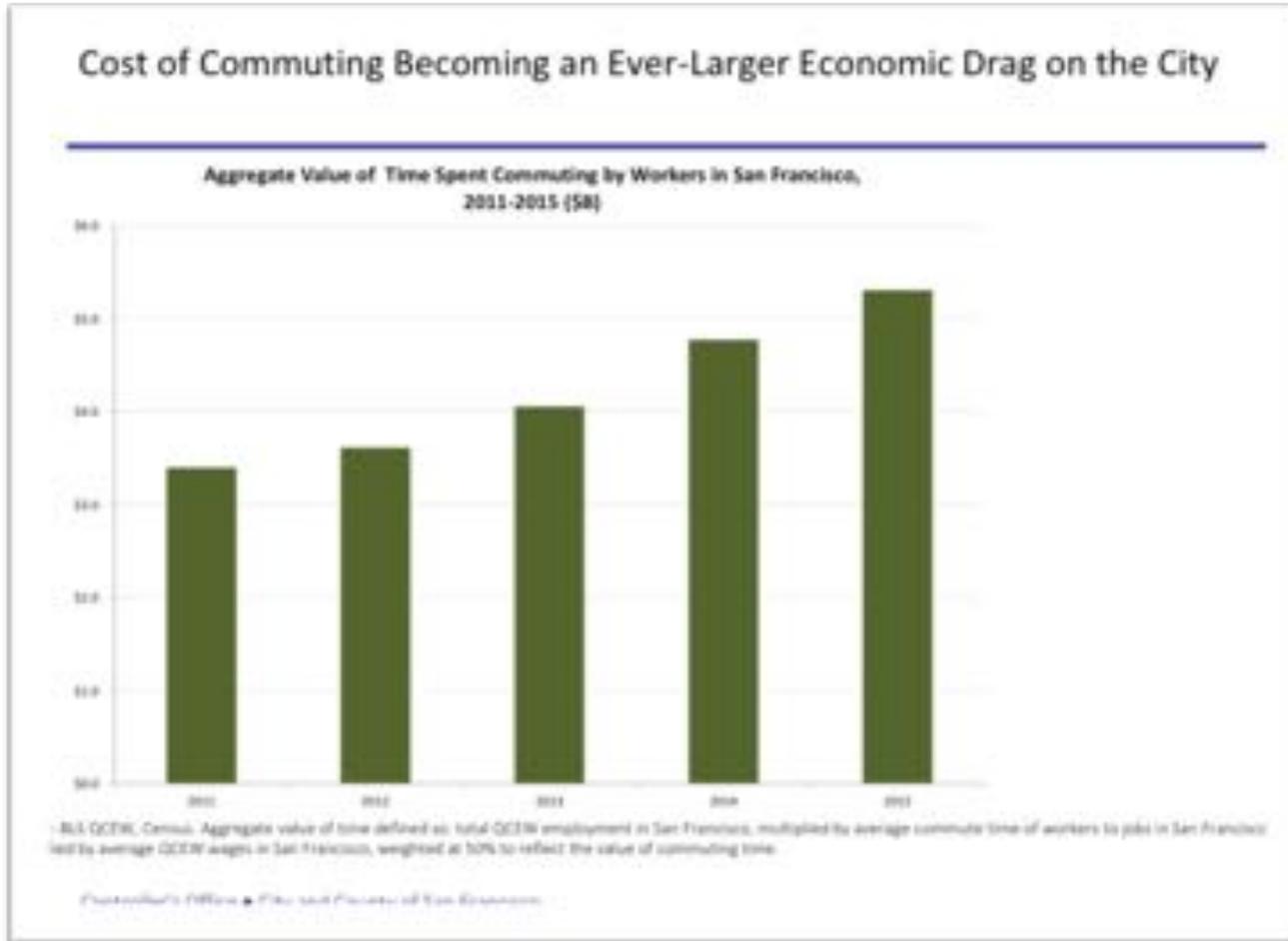
commute patterns are not improving significantly

Historical Trend for Commute Mode Choice - Bay Area



Highcharts.com

congestion is at an all-time high



- Congested delay up 22 percent in 2015, 70 percent since 2010
- Bay Area 2nd highest delay in the U.S.

in sum:

Recent growth has not reshaped the Bay Area's fundamental employment or commute patterns:

- **A major transit-oriented urban core**
- **remote, auto-dependent growth elsewhere**

DOWNTOWN SAN FRANCISCO

Center: 575 Market Street



3/4 mile x 3/4 mile



 WALK SCORE: **95** out of 100

 TRANSIT STOPS: **108**

4 regional rail, 101 high frequency bus serving 45 routes, 3 ferry

 EMPLOYEE DRIVE ALONE RATE: **24%**
County Rate: 36%

 TOTAL JOBS: **202,484**
51% Knowledge Jobs: 103,267

 TOTAL OFFICE SPACE: **57,319,827 sf**
3.5% New Office Space: 1,982,290 sf

NORTH BAYSHORE

Center: Space Parkway and North Shoreline Boulevard



3/4 mile x 3/4 mile



 WALK SCORE: **40** out of 100

 TRANSIT STOPS: **0**

 EMPLOYEE DRIVE ALONE RATE: **75%**
County Rate: **77%**

 TOTAL JOBS: **8,511**
77% Knowledge Jobs: **6,553**

 TOTAL OFFICE SPACE: **3,330,964 sf**
6.8% New Office Space: **226,317 sf**

NORTH SAN JOSE

Center: North First Street and West Trimble Street



3/4 mile x 3/4 mile



 WALK SCORE: **38** out of 100

 TRANSIT STOPS: **3**
3 light rail

 EMPLOYEE DRIVE ALONE RATE: **84%**
County Rate: **77%**

 TOTAL JOBS: **14,465**
26% Knowledge Jobs: **3,761**

 TOTAL OFFICE SPACE: **4,403,443 sf**
0% New Office Space: **0 sf**

four key factors informing *location* and *form*

- 1. Talent acquisition/retention**
- 2. Growth and exit strategy**
- 3. Large Floorplates**
- 4. IP Security**

Objectives for recommendations

1. How do we help more employers choose efficient, high-performance locations?
2. How do we create *more* efficient, high-performance locations?

The Bay Area has a range of different campus types, with no single approach predominating:

- Urban brick-and-timber (Airbnb)
- Urban co-work/incubator (Nextspace, WeWork)
- Downtown Tower (Salesforce, Yelp, Adobe)
- Subcenter TOD (SurveyMonkey, Box)
- Suburban premium cloister (Apple, Facebook)
- Suburban disposable/modular (Cisco)
- Suburban retrofit (Samsung)
- Suburban multi-use (Google, LinkedIn)

Cisco



Apple



Facebook



Google



Yelp



Uber



Box



Samsung



SurveyMonkey/Bay Meadows



Thank you.

questions and discussion