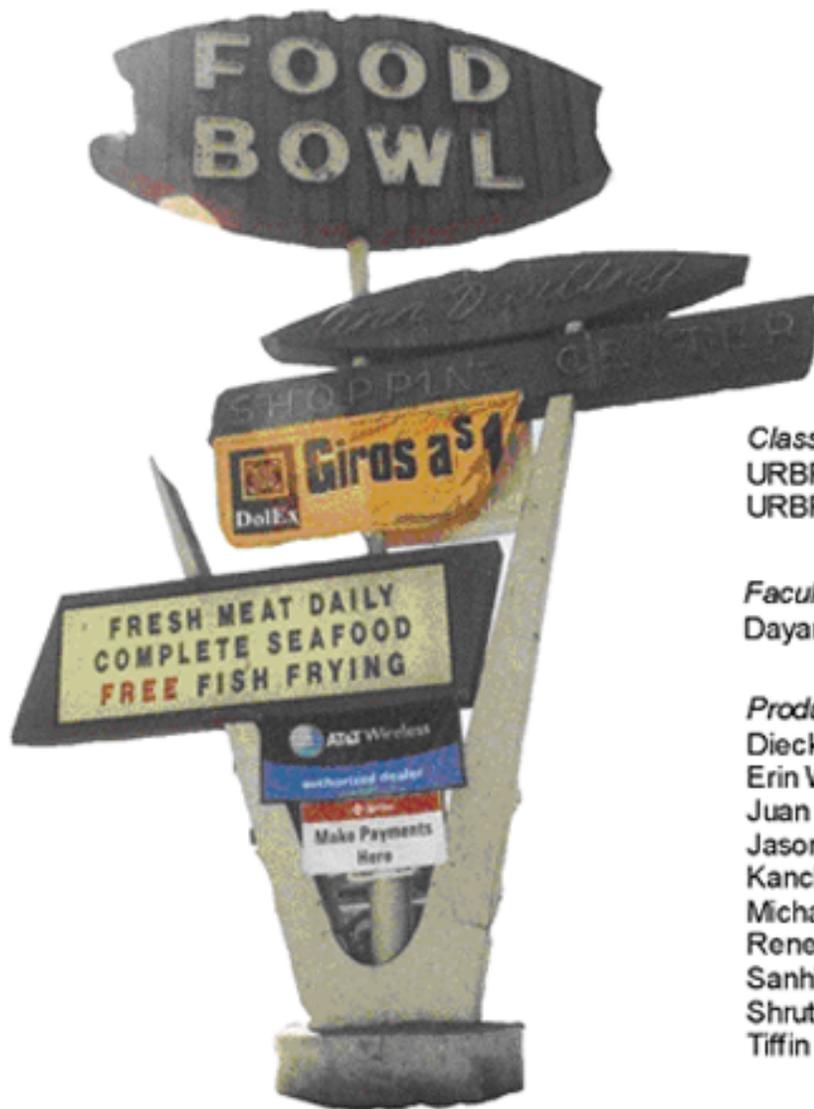


# 33rd and McKee Commercial Node Improvement Plan

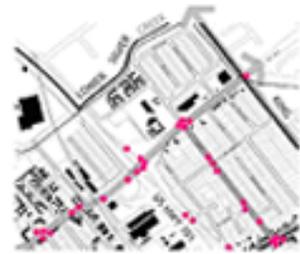


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URBP 201, Fall 2002  
URBP 203, Spring 2003

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May 2003



## The Vision

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The Anne Darling neighborhood has the character of a “small town”, yet is in close proximity to San Jose’s vibrant downtown. Residents visit along welcoming streets, and the scale of development and pace of life focuses on a sense of community. People are able to walk easily throughout the neighborhood, on quiet sidewalks along McKee Road. Access to regional transit, with comfortable places to wait, is available within the community.

Commercial areas such as the Anne Darling Shopping Center have been reinvigorated – offering a wealth of quality, affordable goods to meet the needs of all area residents. The shopping center is a gathering place for all community members. The architecture of the area, especially commercial corridors, is aesthetically appealing and respects the history and culture of the neighborhood.

This is our vision of the Anne Darling Neighborhood.

## Executive Summary

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The 33<sup>rd</sup> and McKee neighborhood improvement plan proposed in this report is the outcome of a yearlong endeavor by urban planning students at San Jose State University (SJSU). The process started in October 2002 when a group of students began a thorough study of the environmental, physical and socio-cultural facts of the Anne Darling and Little Portugal North neighborhoods. In April 2003, input from community members, regarding their impression of and vision for their neighborhood, were solicited. Students crafted recommendations based on land use surveys conducted in the fall of 2002, and the concerns and ideas generated during an April 12, 2003 community workshop. Community members and city staff provided feedback on these recommendations during a follow up presentation in May 2003. Finally, a formal report detailing plans for implementation was prepared. The report presents recommendations which address the issues raised by community members and further assists them in bringing their vision to life.

The philosophy behind the proposed improvement plan was to find affordable and easily executable solutions that would provide the greatest benefit to the neighborhood. Inexpensive solutions that could easily be implemented, even by the community members, business owners and property owners have been identified. The solutions were graded on a time scale using immediate, short-term, medium-term and long-term time frames.

The community concerns were divided into three broad categories – business improvements, physical improvements and transportation improvements. The business improvement section includes those concerns that were related to administrative and organizational problems on the part of the business owners, property owners or the community. Some of the improvements recommended in this section are unification of community organizations to focus on the concerns of the neighborhood, creating a gathering place for the community, and cultural representation through a coffee shop or bakery. Some recommendations were more directly related to the business owners. These

include improvement of merchandise quality, service and prices in the stores, limiting the sale of alcohol, and limiting hours of operation.

The physical improvement section describes the concerns and recommendations that were related to the built environment of the building and the parking lot of Anne Darling Shopping Center. The parking lot improvement recommendations were divided into two parts – improvement in the circulation of automobiles and pedestrians, and improvement in the appearance of the lot. The recommendations include separating pedestrian and automobile movements using designated pedestrian paths, stripes, markings, speed bumps and stop signs. Designation of driveways and parking spots using stripes, medians, speed bumps and signs, as appropriate, are also recommended. The physical appearance of the parking lot can be improved using landscaped medians within the parking lot, putting in planters, planting trees, and erecting decorative light posts and banners poles. It is also recommended that the parking lot be repaved when funding becomes available. The freestanding signs should be repaired and decorated with landscaping.

The appearance of the shopping center building could be changed immediately with some minor repairs and fresh paint. The signage should be cleaned. Windows should be washed so that the passersby can see through them and feel comfortable and safe. Some long-term recommendations are also suggested, such as completely redesigning the shopping center using architectural characteristics representative of the community when funding becomes available.

The transportation section details recommendations for improving the traffic and pedestrian flow at the intersection of 33<sup>rd</sup> Street and McKee Road. Recommendations include improving circulation at the gas stations by redesigning the driveways and adding new landscaping at Moe's Gas, as well as restricting left turn movements by installing a 6" median across from the Gas & Shop. Some recommendations for improving the pedestrian environment are to redefine crosswalks, install pedestrian activated in-pavement lighting at 34<sup>th</sup> St., improve sidewalks using buffers, lighting and street trees, and install a bus stop shelter. Recommendations for improving vehicle circulation around the 33<sup>rd</sup> and McKee intersection include: implement a new signaling system that allows for two distinct signal phases for vehicles traveling on 33<sup>rd</sup> Street, and extend the northbound left turn lane on McKee. Landscaping, and providing curbs, gutters and striping are recommended for improving Anne Darling Way. Neighborhood gateway signage placed on McKee traveling east, and at the intersection of King and McKee is recommended for neighborhood identification and unity.

In addition to the recommendations, this report identifies action plans, potential funding sources, and persons/agencies responsible for taking action on various matters. Hence, the report can be used either as a visionary tool for future planning efforts in the neighborhood, or as a handbook for the implementation of solutions to neighborhood concerns.

## **Acknowledgements**

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The Urban Planning Graduate Students would like to thank everybody for all their input and help. We would like to start with the citizens involved:

**Laudelinda Alves**  
**Linda Alves**  
**Joan Rivas Cosby**  
**Michael A. Galvan**  
**Danny Garza**  
**Linda Herschbach**  
**Patrick Hijdic**  
**Tara Hijdic**  
**Maria Nunes**  
**Claudia Ramirez**  
**Irma Ramirez**  
**Luis Jose Ramirez**  
**Rosario Ramirez**  
**Alice Sarmento**  
**Marie Sequeira**  
**Judy Soito**  
**Bob Van Cleef**  
**Mary Van Cleef**

We would also like to thank city staff who supported us:

**Anthony Alvernaz**  
**Eryn Deeming**  
**Hilda Farias**  
**Paul Pereira**  
**Bill Scott**

Also, thank you to those who helped us during the community workshop:

**Jamie Angulo**  
**Megan Naess**  
**Beatriz Rojas**  
**Guillermo Salazar**  
**24<sup>th</sup> & William Team**

A special thank you for our professor **Dayana Salazar**.



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# Introduction

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## Background

As part of the curriculum for the Masters of Urban and Regional Planning program at San Jose State University, students spend approximately one year working with community members to improve a neighborhood within the City of San Jose. Past years have seen partnerships between the University and, among others, the Market-Almaden, Seven Trees, and Gardner neighborhoods. As students and community residents have worked together, neighborhoods have improved, awards have been won, and communities have been strengthened. In conjunction with the City of San Jose, the University chose to collaborate with the Anne Darling neighborhood during the 2002-2003 school year. Research, meetings, collaboration with city staff, and community workshops have been conducted throughout the year in an effort to understand the needs and character of the Anne Darling community and to gain input from and share ideas with neighborhood residents. To learn first-hand of the issues and concerns of the community, a workshop and follow-up meeting were held in the spring of 2003. Ideas and goals generated by the neighborhood at that workshop have been incorporated into the present plan and will be used to guide decisions as the neighborhood progresses into the future.

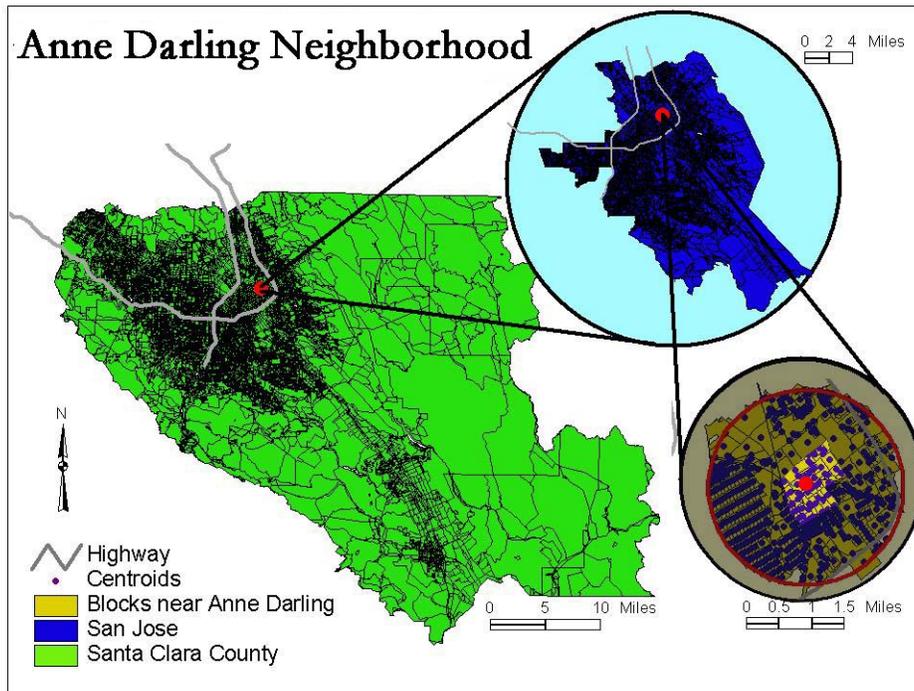
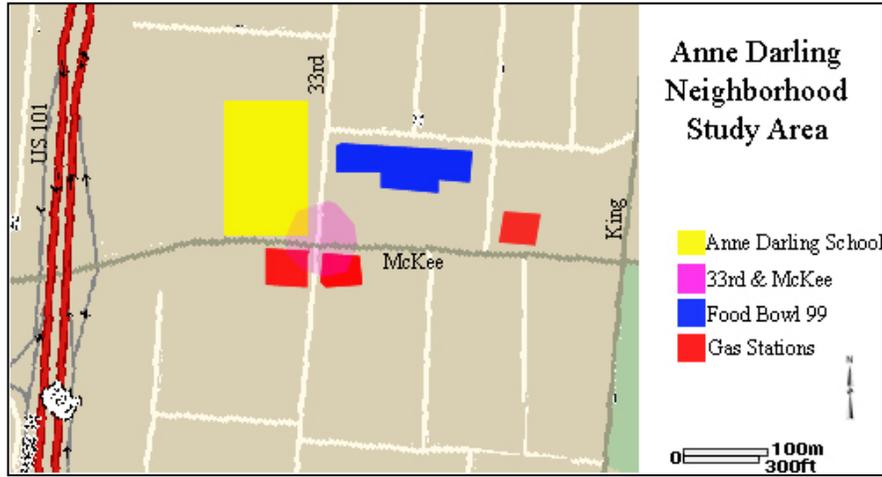


Figure 1 – Anne Darling Neighborhood in County/City Context

**Figure 2 –**  
Anne Darling  
Neighborhood



## Purpose

The Anne Darling neighborhood is located in the eastern portion of San Jose between US 101 and King Road (Figures 1 & 2). The northern boundary of the neighborhood is defined by Lower Silver Creek and the southern boundary varies, with Alum Rock Road being the southernmost border. For the purposes of this report, the “Anne Darling neighborhood” includes both the actual Anne Darling neighborhood and the Little Portugal North neighborhood, both of which are included due to their proximity to the Food Bowl supermarket and the intersection of 33<sup>rd</sup> St. and McKee Rd. Previous work as part of the City of San Jose’s Strong Neighborhoods Initiative program identifies the Food Bowl market and the 33<sup>rd</sup> and McKee intersection as priority areas for neighborhood improvement in the Five Wounds / Brookwood Terrace Neighborhood Improvement Plan (NIP).

In 2003, the State of California experienced a budget situation that affected nearly every major city throughout the State. The recommendations contained within this report consider the restricted economic conditions under which the City of San Jose is operating as a result of that situation. In an effort to develop more in-depth strategies for improvement in the Anne Darling neighborhood with a limited number of resources, the City of San Jose has collaborated with San Jose State University to increase manpower and productivity. Charged with the responsibility of developing specific strategies for improving the Food Bowl market and the 33<sup>rd</sup>-McKee intersection,

students planned and carried out a community workshop on April 12, 2003. Results of the workshop provided students with specific community issues in need of attention and requiring solutions. This plan includes the actions and strategies that constitute solutions developed by community residents and students, and focuses on ways in which members of the Anne Darling neighborhood can work conjunctively with the City of San Jose to improve their neighborhood.



**Figure 3 –** April 12<sup>th</sup> Community Workshop

## Community Concerns

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### **Business Practices & Uses**

During the "Make McKee Work" Community Workshop, residents expressed their concerns about the businesses in the Anne Darling Shopping Center. They felt the stores did not adequately reflect their cultural identity and were poorly maintained. Customer service at the businesses was felt to be inadequate and products poorly displayed. The high concentration of businesses selling alcohol within proximity to the Anne Darling Elementary School was of particular concern. In addition, the lack of code enforcement has led to undesirable business practices such as the selling of cars in the parking lot and late-night garbage collection.

The residents would like to see the Anne Darling Shopping Center redeveloped but are receptive to lower-cost improvements. They would like to have a national chain supermarket such as Safeway, Albertson's, or PW and would appreciate products that represent their cultural identity. Strict code enforcement, increased maintenance and customer service training could improve business at the center. Residents also suggested the addition of a community-gathering place, such as a national chain coffee shop, and would like to ensure the shopping center has lower-cost alternatives and caters to the senior community.

### **Physical Appearance**

The Anne Darling Shopping Center has aged and currently appears to lack maintenance. Its façade does not reflect the surrounding neighborhood's character and instead gives the area a run-down image, as does the tire shop standing unused at the center's east edge. The parking lot contains little landscaping and provides almost no accommodation for pedestrians. The lack of driveway definition creates a situation in which there is undesirable cut-through traffic. This causes pedestrian safety concerns.

### **Transportation**

Residents who attended the community workshop and follow-up presentation explicated several transportation-related issues. The concerns raised focused predominantly on activities associated with the 33<sup>rd</sup>-McKee intersection. The issues of greatest concern included pedestrian safety, vehicle circulation in and out of Moe's Gas and the Gas & Shop, traffic build up on McKee, and poor intersection circulation in general. Community members expressed many ideas for combating these issues. Students evaluated the intersection, and worked with the community's ideas to craft recommendations for intersection improvement.

## Recommendations

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The remainder of the report focuses on recommendations designed to address the ongoing community concerns discussed above and enhance the quality of life for Anne Darling neighborhood residents.

Recommendations are segmented into the following three categories: business improvements, physical improvements, and transportation improvements.

## Recommendations for Business Improvements

---

### Goal: Create a United Voice for 33<sup>rd</sup> & McKee

#### Issue

The residents of the Anne Darling and Little Portugal neighborhoods are active participants in a variety of community groups but lack a united voice.

#### Recommendation #1

Create a website to foster greater communication among community groups and establish a single voice for the community.

#### Discussion

A variety of neighborhood organizations exist, such as the Anne Darling Neighborhood Association, Little Portugal North Neighborhood Association, Plata Arroyo Neighborhood Association, Five Wounds and New East Gate Neighborhood Advisory Committee (NAC), Mexican American Political Association, Portuguese Chamber of Congress, Portuguese Organization for Social Services (POSSO), Anne Darling School Site Council, and Portuguese Bands. The creation of a website will help coordinate the community groups and establish a united voice for addressing their concerns about the Anne Darling Shopping Center and the intersection at 33rd and McKee. The website should include message boards where neighborhood issues can be discussed. It can also include a calendar of community events. The website will also allow for greater community participation by providing a place for expression of ideas by those unable to attend community meetings.

#### Action

- a) Recruit volunteers to create and maintain website.

Implementation Funding Sources: Neighborhood organizations

Timing: Immediate/Ongoing

Responsibility: Local community groups/ Neighborhood associations/Community Action Pride (CAP) Grants

## **Goal: Improve Business Practices and Diversify Products**

### **Issue**

The Anne Darling Shopping Center, located at the corner of 33<sup>rd</sup> and McKee, contains a variety of retail and service businesses. Residents have expressed concern regarding current business practices. Products sold at the stores could be improved in quality, selection, variety, and cost. Residents are concerned that prices at the Anne Darling Shopping Center are not competitive with surrounding retail centers. There is a significant senior population in the community. Businesses, which cater towards the senior population, would be beneficial.

### **Recommendation #1**

Work with local businesses to improve business practices and diversify products through education.

### **Discussion**

Business owners can learn techniques to effectively market to the local community, including its senior population. By using local resources such as the Entrepreneur Center, the Small Business Association, and the City of San Jose Economic Development Department, neighborhood associations can diplomatically work with business owners to understand their wants and needs and help inform small business owners about effective marketing techniques.

### **Action**

- a) Provide educational outreach to Anne Darling Shopping Center businesses.

Implementation Funding Sources: San Jose Department of Economic Development or SJRA

Timing: Short-Term/ Ongoing

Responsibility: The Department of Economic Development, in conjunction with the Redevelopment Agency, the San Jose Chamber of Commerce, Entrepreneur Center, Better Business Bureau and the Small Business Association.

## **Goal: Limit and Enforce the Intrusion of Incompatible Uses and Inappropriate Development.**

### **Issue**

The Anne Darling Shopping Center is zoned for neighborhood commercial uses. Recently there have been non-permitted uses on site including sales of used cars and illegal peddling of goods. Additionally existing legal uses have been illegally utilizing the public right-of-way for long-term storage, expanding hours of operation past traditional business hours and selling alcohol in conjunction with retail/restaurant sales. Anne Darling Shopping Center is located between a residential neighborhood and is adjacent to an elementary school. Compatible and legal uses in the shopping center are critical to the character and safety of surrounding community.

### **Recommendation #1**

Enforce illegal or non-conforming uses through code enforcement.

### **Discussion**

The Code Enforcement Department enforces city ordinances, codes and regulations to increase the public awareness and to prevent illegal non-compatible uses from occurring within the community. Illegal uses that potentially jeopardize public safety and block emergency vehicle access are occurring at Anne Darling Shopping Center. Through code enforcement and education, uses at Anne Darling Shopping Center will better serve the community and provide a safe and comfortable place to use.

### **Action**

- a) Use Code Enforcement to enforce code violations including illegal uses.

Implementation Funding Sources: Planning Department

Timing: Short-Term/ Ongoing

Responsibility: San Jose Code Enforcement, Police, Planning, Economic Development

### **Recommendation #2**

Limit the sale of alcohol at locations in proximity to Anne Darling School.

### **Discussion**

A number of restaurants, grocery stores, liquor stores, and gas stations located across the street from Anne Darling Elementary School sell alcohol to the public. The census tract

5036.01 within which this neighborhood falls, has been identified in the City of San Jose Council Resolution (No. 67681 dated October 7, 1997) as a tract with over concentrated alcohol sales. While the average concentration of commercial alcohol sales in the City of San Jose is just under 30%, this tract has about a 65% concentration. (Source: San Jose Police Department, Special Investigations/ Vice Unit) . Local governments have the responsibility and authority to protect the public's general health, safety, and welfare, and they fulfill this responsibility through their land use powers by determining what activities may occur on the land within their jurisdiction. Both commercial and noncommercial activities associated with alcohol fall within these broad powers. Unless preempted by state or federal law, local communities can rely on land use zoning to determine where alcohol may be sold or consumed and how it is marketed.

### **Action**

- a) Use zoning as a tool to limit the sale of alcohol in business located within proximity to schools.

Implementation funding sources: Funding through anti-alcohol organizations could be explored such as Mothers Against Drunk Driving (MADD), or through private donations or fundraising.

Timing: Immediate / Ongoing

Responsibility: Planning Department , Code Enforcement, Economic Development, Alcoholic Beverage Control (ABC)

### **Recommendation #3**

Limit the hours of operation at local businesses.

### **Discussion**

There are a number of businesses within the Anne Darling Shopping Center which keep late business hours, often attracting a less than desirable clientele to the shopping center. Because the shopping center is located adjacent to single family homes, late business hours often create negative impacts within the community. Activities that tend to occur after traditional business hours involve noise, garbage build up, inappropriate behavior, and illegal business activity. There are a number of techniques which can limit businesses' hours of operation, including zoning and conditioned approval of permits.

### **Action**

- a) Use zoning, conditional permit approval, code enforcement, and community tools to work with the business owners to limit hours of operation.

Implementation funding sources: Planning Department

Timing: Immediate/Ongoing

Responsibility: San Jose Planning, Code Enforcement, Economic Development

## **Goal: Introduce Businesses that Reflect the Culture, Character, and Needs of the Community into the Neighborhood.**

### **Issue**

The Anne Darling neighborhood is underserved by culturally representative businesses. As a predominantly Hispanic and Portuguese community, the Anne Darling neighborhood is underrepresented by businesses catering to, or representing, the cultural and ethnic heritage of the community. Businesses that have established themselves within the neighborhood primarily serve other cultures that have a strong presence in nearby neighborhoods. Residents of the Anne Darling neighborhood often have difficulty finding the quality or type of products that they use in everyday living at the Food Bowl market and adjacent businesses. The structure, management, and cultural orientation of established businesses within the boundaries of the Anne Darling neighborhood leave residents lacking a place where they feel they can find and/or obtain the products that they need and use.

### **Recommendation #1**

Create a gathering place, such as a bakery, deli, or coffee shop, within the neighborhood.

### **Discussion**

There are currently vacancies within the Anne Darling shopping center that could be marketed or used as a community-gathering place. Residents have suggested that they would like a bakery, deli, or coffee shop within the neighborhood where they can gather, talk, and strengthen community ties. Such businesses provide services and an atmosphere that allow patrons to relax and spend time socializing. The currently vacant tire shop has been suggested as a site for a future café. Located close to one of the neighborhood's bus stops, the tire shop sits in a prime location for such a use.



**Figure 4** – A café with outdoor seating in San Jose

### **Action**

- a) Market commercial vacancies within the neighborhood to potential businesses that would fulfill the need for a community gathering space.

Implementation funding sources: SJRA

Timing: Immediate and Ongoing.

Responsibility: SJRA, Community members

## Recommendation #2

Introduce culturally representative and neighborhood serving businesses into the community.

### Discussion

Businesses that reflect the cultural heritage and character of the surrounding neighborhood can and should be brought into the community. Such businesses can include the same business-types (i.e., café, bakery, etc.) that were mentioned in recommendation #1. Products served at such businesses should include those typical of the cultures represented in the Anne Darling neighborhood.



**Figure 5**– Markets similar in scale to this Lunardi's Market would be a good fit for the Anne Darling neighborhood.

Photo: <http://www.lunardis.com/html/stores.html>

If the opportunity arises for the introduction of a new supermarket into the community, such a market should serve the everyday needs of the neighborhood. This may be best done by marketing the commercial space to a general product chain, such as Safeway, Lunardi's, P&W Markets, etc., and not to a culturally specific chain.



**Figure 6 & 7**– Culturally representative businesses, such as this Portuguese bakery on Alum Rock Ave., San Jose should be introduced into the Anne Darling neighborhood.

## Action

- a) Market existing and current vacancies to businesses that culturally represent the community. If the opportunity arises, market the current Food Bowl site to a general chain market.

Implementation funding sources: SJRA and Economic Development

Timing: Immediate and Ongoing

Responsibility: SJRA, Economic Development

## Recommendation #3

Maintain the Anne Darling name for the neighborhood shopping center.

## Discussion

The Anne Darling name is an identifier of the surrounding neighborhood and adds to the character and identity of the community. Residents would like to maintain the Anne Darling name in connection with the commercial center within the neighborhood, regardless of who future tenants may be. Keeping the Anne Darling name will allow the neighborhood to retain a sense of community and will increase the overall feeling of community ownership in the shopping center.

## Action

Community residents continue to advocate keeping the Anne Darling shopping center name. The Redevelopment Agency and City staff should work with future developers, etc. to ensure the continuation of the Anne Darling name at the center.

Implementation funding sources: SJRA

Timing: Immediate and Ongoing

Responsibility: SJRA, Community Residents

## Recommendations for Physical Improvements

---

### Goal: Improve the Functionality of the Parking Lot

#### Issues

The parking lot has a poor circulation pattern and layout with multiple access points that aggravates already difficult traffic control problems. These multiple, undefined driveways allow traffic to flow from three different roads: McKee Road, 33<sup>rd</sup> Street, and 34<sup>th</sup> Street. The parking lot also lacks marked arrows that permit the flow of vehicles in only one direction. Pedestrians feel unsafe walking in the parking lot because of high-speed driving caused by the absence of speed humps, stop signs and pedestrian walkways. The parking spaces' lack of definition results from the absence of barriers, such as a landscaped buffer, between rows of parking spaces and also between the parking lot and the sidewalk.

#### Recommendation #1

Improve the flow of traffic within the parking lot.

#### Discussion

To improve the flow of traffic, the parking lot can be re-striped with new markings. Details to consider include direction of traffic flow, width of driving lanes, location of fire lanes, location of delivery and garbage-collection areas, and the use of angled parking. The parking lot should also be enforced with speed humps and stop signs at appropriate places. Traffic should flow in one direction through parking aisles, where appropriate, to minimize pedestrian confusion and conflicts with automobiles.



**Figure 8** Existing Parking Lot of Anne Darling Shopping Center

#### Action

- a) Use painted arrows to designate the direction of traffic.

Implementation funding sources: Property Owner, SJRA

Timing: Short-Term

Responsibility: Property Owner

- (a) Install stop signs and speed humps at appropriate places in the parking lot.

Implementation funding sources: Property Owner, SJRA

Timing: Short-Term

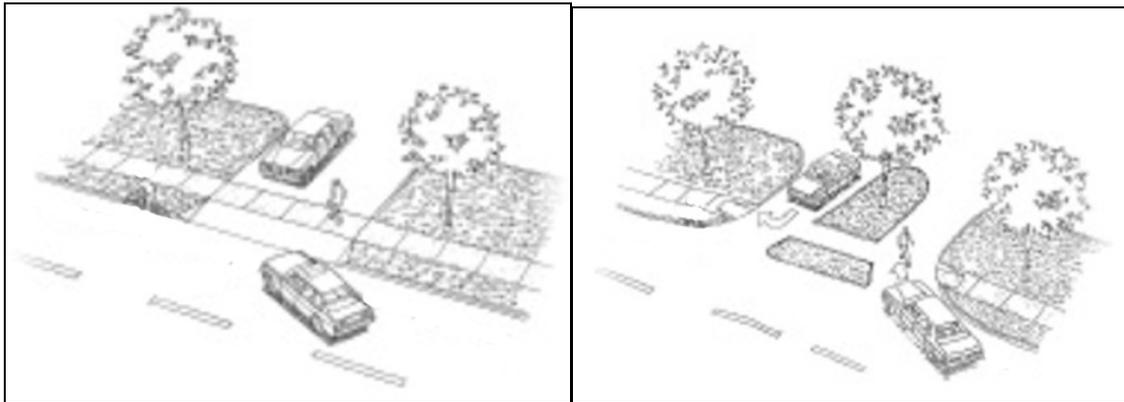
Responsibility: Property Owner in conjunction with the Department of Transportation and Department of Public Works

## Recommendation #2

Improve and define driveways.

### Discussion

First and foremost, the number of driveway access points and entrances to the site from the streets must be limited to minimize the interruption of pedestrian travel on adjacent sidewalks and walkways. Pedestrian and vehicle access to the site should minimize conflicts by being separated. The driveways can be well defined with stripes, landscaping and also by speed humps and stop sign enforcement. The provision of clear sight lines between the pedestrian and motorist pulling out or into the driveway is very important. For pedestrian safety and comfort, the conventional driveway design or a design that resembles street intersections (right-in/right-out access control) is more desirable, since that would require the motorists to slow down when turning into the driveway, and the pedestrian right-of-way would be more clearly established. The sketches illustrate two different driveway designs commonly being constructed.



**Figure 9 –**  
Better Design for Commercial Driveways

**Figure 10 –**  
Most Desirable Design for All Driveways

**Source:** [http://www.dot.state.ga.us/dot/plan-prog/planning/projects/bicycle/ped\\_facilities\\_guide/10\\_site\\_design\\_for\\_pedestrians.pdf](http://www.dot.state.ga.us/dot/plan-prog/planning/projects/bicycle/ped_facilities_guide/10_site_design_for_pedestrians.pdf)  
(Sketch has been slightly modified. Bicycle lanes were removed.)

## Action

- (a) The driveways can be well defined with stripes and landscaping, and also by enforcement with speed humps and stop signs.

Implementation funding sources: Property Owner, SJRA

Timing: Short/Medium-Term

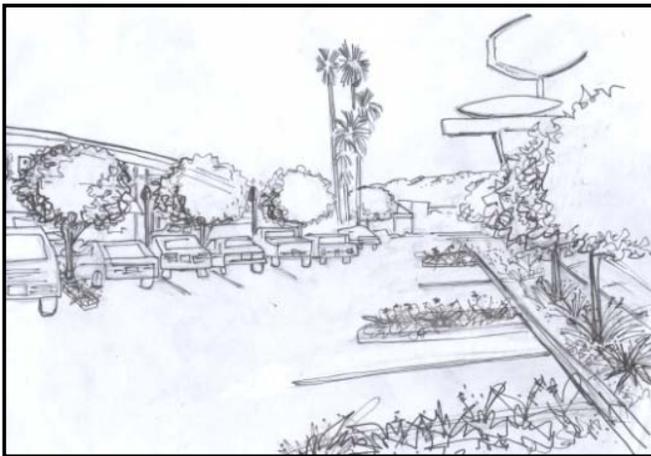
Responsibility: Property owner in conjunction with the Department of Transportation and Department of Public Works

## Recommendation #3

Designate parking spaces.

### Discussion

The parking spaces of the shopping center can be designated by striping in angular fashion (60 degree angle) to make entering and backing out of vehicles much easier and safer. Striping should direct people safely around the parking lot. This includes crosswalks, stop bars, loading-zone markings, and properly marked pickup areas (such as for customers or boarding vehicles), which will inform users where they should walk, give the right of way to traffic, and what areas to avoid. To define parking spaces, raised landscaped planting strips or planters can be adopted as a buffer between the two rows of parking spaces as shown in the figures 10 & 11.



**Figure 11** - Conceptual View of Shopping Center Parking with Designated Spaces



**Figure 12** - Example of Shopping Center Parking With Landscaped Buffer

## Action

- (a) Designate the parking spaces of the shopping center by striping in angular fashion.

Implementation funding sources: Property Owner, SJRA

Timing: Short-Term

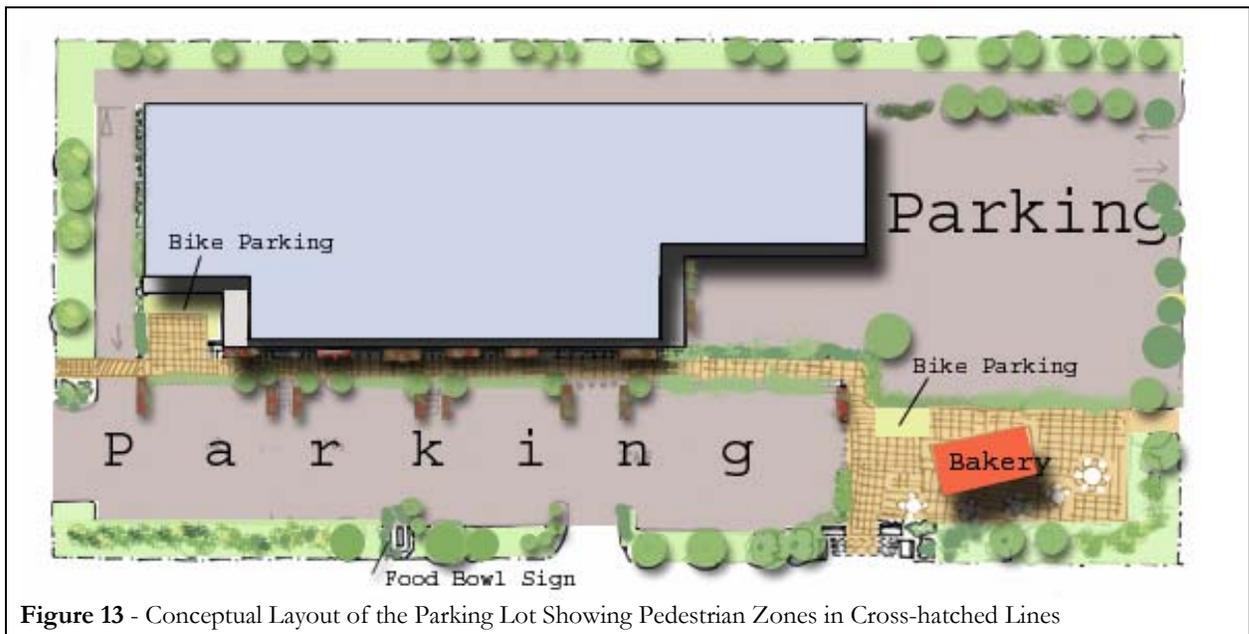
Responsibility: Property Owner

- (b) Add raised, landscaped planting strips (landscaped buffers).

Implementation funding sources: Property Owner, SJRA

Timing: Medium / Long-Term

Responsibility: Property Owner



## Recommendation #4

Designate pedestrian zones.

## Discussion

Integrating pedestrians into site development is important. Increased pedestrian activity can be beneficial to business and can improve the safety and character of the community. Striping, delineating walking zones with curbs and landscaping, providing centralized

walkway medians and islands, and textured paving are some of the effective ways to provide defined walking spaces within parking areas adjacent to vehicular circulation.

The pedestrian and the driving zones should be separated from each other as much as possible. Car circulation should cross the pedestrian zone as little as possible. Where such crossing is inevitable, speed bumps and signs should be used to mark pedestrian crossings. Entries to the parking lot for cars should be separate from those of bicyclists and pedestrians. Bicycle parking should be provided at selected locations.

Through movement of traffic inside the parking lot should be discouraged using landscaped buffers. The existing car entry on McKee Road near the bus stop and the pedestrian crosswalk should be shifted. This area, which many pedestrians are likely to use, should be converted into a pedestrian comfort zone by adding more benches, a pedestrian gateway to the complex, lighting, landscaping and interesting pavement design. A pocket park will be most suitable for this location, which is right behind the bus stop and very close to the proposed café and outdoor eating area. A pedestrian pathway with direct access to the shopping center entrance from this point should be provided.

Driveways should be marked properly with painted strips, arrows, stop signs, speed bumps and medians. Textured or colored pavement bands should mark pedestrian crossing zones at driveways and alley access points.



Figure 14 - View of Existing Bus Stop

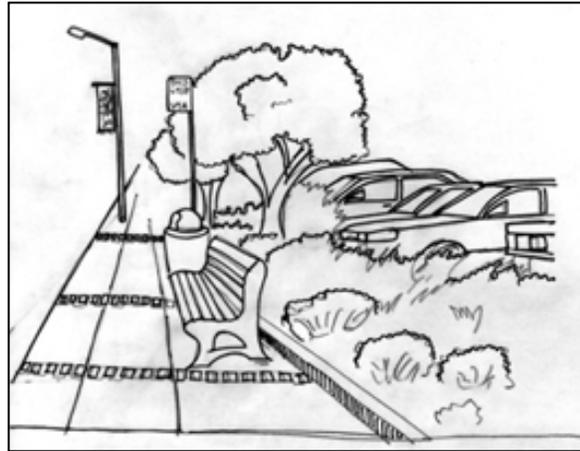


Figure 15 -Conceptual View of Buffer near Bus Stop

## Action

- a) Properly stripe and mark the parking lot.

Implementation funding sources: Property Owner, SJRA

Timing: Short-Term

Responsibility: Property Owner

## Recommendations

- b) Construct speed bumps and paint crosswalks.  
Implementation funding sources: Property Owner, SJRA  
Timing: Short-Term  
Responsibility: Property Owner
- c) Introduce stop signs at the three driveways.  
Implementation funding sources: Property Owner, SJRA  
Timing: Short-Term  
Responsibility: Property Owner
- d) Use stripes to mark a pedestrian pathway that directly connects the sidewalk with the shopping center entrance.  
Implementation funding sources: Property Owner, SJRA  
Timing: Short-Term  
Responsibility: Property Owner
- e) Pave the pedestrian pathway with colored paving tiles.  
Implementation funding sources: Property Owner, SJRA  
Timing: Medium-Term  
Responsibility: Property Owner
- f) Stripe a pedestrian pathway that directly connects the sidewalk with the shopping center entrance.  
Implementation funding sources: Property Owner, SJRA  
Timing: Short-Term  
Responsibility: Property Owner
- g) Pave pedestrian pathway with colored paving tiles.  
Implementation funding sources: Property Owner, SJRA  
Timing: Short-Term  
Responsibility: Property Owner

## Goal: Improve the Appearance of the Parking Lot

### Issues

The space between the street and the building forms an open area presently used only by automobiles. The lot is not separated or delineated from the adjacent sidewalk by any buffer, provides no appropriate pedestrian connections from the sidewalk to the stores, and lacks amenities for patrons, such as trash receptacles. The freestanding signs near the sidewalk appear neglected, as does the area surrounding the closed tire shop. Lack of landscaping in the parking lot is one of the biggest concerns of the community, and the absence of trees provides no shade or shelter for the shopping center patrons.

### Recommendation #1

Add landscaped areas.

### Discussion

Planners have long suggested that sections of parking lots be landscaped to keep cool in summer, improve the parking lots appearance and function. Landscaped buffer can be provided between the parking lot and sidewalk. Landscape islands should be provided to delineate parking areas, circulation lanes and to further shield the way from the public right-of-way or parking areas should be visually and functionally segmented into smaller sub-areas and separated by landscaping and/or pedestrian walkways. The flow of pedestrians can be channeled through a clear hierarchy of routes that bring pedestrians to central walkways and on to the main entrances. This hierarchy should be reinforced through the design of planting and lighting.

### Action

- a) Create a landscaped buffer within the parking lot, and between the sidewalk and the parking lot.

Implementation funding sources: Property Owner, SJRA, DOT

Timing: Medium/Long-Term

Responsibility: Property Owner, SJRA, DOT



**Figure 16 - Existing Border Between Sidewalk and Parking Lot**



**Figure 17 - Landscaped Buffer between the Parking Lot and Sidewalk**

## **Recommendation #2**

Add street furniture to private landscaping areas and pedestrian zones.

### **Discussion**

Placement of planters at regular intervals in the parking lot and also at storefront is the best low-cost alternative for creating green spaces within the shopping center.

Trash cans and cart-returning areas should be provided at regular intervals in the parking lot.

Decorative light posts should be placed along the sides of the pedestrian pathways. Banners designed to reflect the community should be hung from these posts and other standard light posts in the parking lots.

### **Action**

- (a) Place planters in parking lot and at storefront.

Implementation funding sources: Business Owners, SJRA, Neighborhood Associations, Donors/Sponsors, Business Owners or community members, San José Beautiful, Community Action and Pride (CAP), Our City Forest (OCF)

Timing: Short-Term

Responsibility: Property Owner

## **Recommendation #3**

Add a pocket park.

### **Discussion**

A pocket park or a mini park can be developed near the bus stop or the café. The pocket park will also include benches that can be used by the pedestrians.

### **Action**

- (a) Develop a pocket park.

Implementation funding sources: Business Owners, SJRA, San José Beautiful, CAP, OCF

Timing: Short-Term

Responsibility: Property Owner

## Recommendation #4

Improve the tire shop and surrounding area.

### Discussion

The closed tire shop can be very effectively used as a snack bar, juice shop or bakery. One recommended use is as a Portuguese bakery and café. The existing building can be reused if it is structurally sound. The façade of the building should be redesigned to include Portuguese architecture principals. Use of Portuguese style tiles (azulejos) to face portions of the building is recommended. Azulejos are very common architectural features of buildings of Portugal. The building can also have a slanting roof with colored tiles.

The bakery should have an outside sitting area. Pavement cafés are a very common feature of Portuguese culture. Chairs and tables are recommended as outside furniture—rather than wooden, concrete or plastic picnic benches. The outside sitting area may be paved with paving stones in a variety of patterns. Dense planting of canopy trees along McKee Road is recommended for shielding the outside sitting area from the noise and exposure of the traffic on McKee Road.

The bakery should be accessible by pedestrian pathways and bikeways only. A bike parking area should be provided near the bakery.



Figure 18 -Conceptual View Of Outdoor Sitting Area



Figure 19 - 18<sup>th</sup>-century stonework pavement, Lisbon, Portugal

(Source: Saraphina Mosey, 1999,  
[http://www.saraphina.com/moseypt/080899/080899art\\_walk.htm](http://www.saraphina.com/moseypt/080899/080899art_walk.htm))

### Action

- a) Renovate the tire shop.

Implementation funding sources: Property Owner, SJRA

Timing: Short-Term

Responsibility: Property Owner

## Recommendations

- b) Repave the area around the shop and provide a sitting area and bicycle stand.

Implementation funding sources: Property Owner, SJRA

Timing: Short-Term

Responsibility: Property Owner

- c) Rent the vacant tire shop to a Portuguese bakery and café chain.

Implementation funding sources: Property Owner, SJRA

Timing: Short-Term

Responsibility: Property Owner

### Recommendation#5

Improve the freestanding signs.

### Discussion

The two freestanding signs should be cleaned and repaired. Both the signs should have landscaping at their foot. The shorter sign for the nail care and other stores should be placed on a concrete platform to add extra height.

### Action

- a) Clean and repair the signs.

Implementation funding sources:  
Property Owner, SJRA

Timing: Short-Term

Responsibility: Property Owner and  
Business Owner

- b) Add landscaping to the bottom of  
the signs

Implementation funding sources:  
Property Owner, SJRA

Timing: Short-Term

Responsibility: Property Owner and Business Owner



**Figure 20** – Conceptual Photo of Food Bowl Sign with Surrounding Landscape

## **Recommendation#6**

Repave the parking lot.

### **Discussion**

The parking lot should be thoroughly re-paved. Use of paving tiles in decorative patterns is recommended for re-paving, at least for the front parking lot. The pedestrian pathways and bikeways also should be paved using colored paving stones.

### **Action**

- a) Repave the parking lot.

Implementation funding sources: Property Owner, SJRA

Timing: Long-Term

Responsibility: Property Owner

## **Goal: Improve Appearance of the Shopping Center Building**

### **Issues**

The shopping center building's exterior appearance shows age, and the façade needs repainting. Storefront signs are not consistent with each other and do not conform to city regulations. Windows at the Food Bowl display very little of the store's interior and the goods it sells. The architecture does not represent the community, and, considering the building's central location, its dull appearance gives the neighborhood a negative image.

### **Recommendation #1**

Repair and paint the building's façade.

### **Discussion**

The walls of the shopping center should be repaired and painted.

### **Action**

- a) Repair the building walls as needed.

Implementation funding sources: Property Owner, SJRA

Timing: Long-Term

Responsibility: Property Owner

- b) Paint the walls.

Implementation funding sources: Property Owner, SJRA

Timing: Long-Term

Responsibility: Property Owner

### **Recommendation #2**

Improve the building's signage.

### **Discussion**

The signage on the shops should be replaced by new signage that conforms to the city regulations. The color and design of the signage should follow the design scheme of the façade. Signage for all shops should be consistent.

## Action

- a) Get consensus to replace building signage from all business owners.  
Implementation funding sources: Property Owner, Business Owners  
Timing: Short-Term  
Responsibility: Property Owner
- b) Change all signage.  
Implementation funding sources: Property Owner, Business Owners  
Timing: Short-Term  
Responsibility: Property Owner

## Recommendation #3

Improve the transparency and appearance of windows.

## Discussion

The display windows should be cleaned regularly and kept clear for viewing into the store. Goods inside the store, particularly near the show windows, should be displayed with more care.

Goods displayed in a creative, more decorative fashion will catch the interest of the passers-by. The front entrance of the grocery store should incorporate more transparency with the addition of more glass doors and windows.

## Action

- a) Clear up boards and signs that block the view of inside.  
Implementation funding sources: Business Owners  
Timing: Short-Term  
Responsibility: Business Owners
- b) Display goods creatively.  
Implementation funding sources: Business Owners

Timing: Short-Term

Responsibility: Business Owners

- c) Change the front entrance of Food Bowl.

Implementation funding sources: Business Owners

Timing: Short-Term

Responsibility: Business Owners

#### **Recommendation #4**

Improve architectural character.

#### **Discussion**

When redesigning the façade of the building, add Portuguese touches like ornamentation and tile. Also, a slanting roof with red tiles can be added on top of the building.

#### **Action**

- a) Add Portuguese ornamentation to the building.

Implementation funding sources: Property Owner, SJRA

Timing: Long-Term

Responsibility: Property Owner, SJRA

- b) Redesign the façade.

Implementation funding sources: Property Owner, SJRA

Timing: Medium-Term

Responsibility: Property Owner

## Recommendation #5

Address the building's blank walls.

### Discussion

The east and west-facing outdoor walls flanking the Food Bowl façade are blank and unattractive. These walls should be decorated with murals or creeping vegetation on a trellis. The raised surface in front of these two blank walls may be used for a casual sitting or waiting area with picnic benches with or without shades. Pedestrian entry to these areas from the parking lot should be controlled by landscaped buffers or planters placed on the parking lot.

### Action

- a) Paint murals on the blank walls.

Implementation funding sources:  
Property Owner, SJRA

Timing: Long-Term

Responsibility: Property Owner



Figure 21 - Food Bowl West Wall

- b) Put picnic benches near the walls.

Implementation funding sources:  
Property Owner, SJRA

Timing: Medium-Term

Responsibility: Property Owner



Figure 22 – Food Bowl East Wall

- c) Plant climbing vegetation on the walls.

Implementation funding sources:  
Property Owner, SJRA

Timing: Short-Term

Responsibility: Property Owner

## Recommendations for Transportation Improvements

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### Goal: Improve Gas Station Circulation

#### Issue

The two gas stations on the south side of 33<sup>rd</sup>-McKee intersection, Moe's Gas and Gas & Shop, attract both local and regional users because of consistently low prices, and proximity to the Highway 101 interchange. They also attract semi-trucks, because they sell diesel. Consequently, these activities put a strain on intersection operation. Though left turns onto McKee are prohibited, drivers often disregard this regulation, thereby, creating potentially hazardous conditions. In addition, the driveways into and out of Moe's Gas are wide and poorly defined. This results in vehicle and pedestrian circulation issues.

#### Recommendation #1

Prevent left turns from Gas & Shop station onto McKee.

#### Discussion

Numerous residents have reported illegal left turns coming out of this gas station. At the community meeting, the residents and Principal of Anne Darling School expressed particular concern about the gas delivery trucks making these illegal turns and the risk it poses during school hours when the children would use the crosswalks.

#### Action

- (a) Add a 6" barrier on McKee, directly across from the "Gas & Shop" gas station.

Implementation funding sources: Department of Transportation, SJRA

Timing: Short-Term

Responsibility: Department of Transportation



Figure 23- Existing Conditions – Gas & Shop



Figure 24 – Gas & Shop with a 6" barrier

## Recommendation #2

Improve circulation at gas station.

### Discussion

At present, the entry and exit driveways at Moe's Gas lack definition. The existing layout is shown in the picture below. This often causes car backup resulting in the blocking of the sidewalk. Defining the driveways by angling and reducing the width would ensure that traffic flows in and out of the gas station in one direction.

### Action

- a) Angle and reduce the width of driveways in order to restrict vehicle movement to a single direction.

Implementation funding sources: Property Owner, SJRA, Dept. of Transportation

Timing: Medium-Term

Responsibility: Planning/Department of Transportation

- b) Install a landscaped buffer between the two redefined driveways.

Implementation funding sources: Property Owner, SJRA, Dept. of Transportation

Timing: Medium-Term

Responsibility: Planning/Department of Transportation



Figure 25- Existing Conditions – Moe's Gas



Figure 26 – Moe's Gas with angled driveways and a landscape buffer

## Goal: Improve Pedestrian Circulation

In the study area, McKee Rd. experiences high traffic volumes, merging between lanes, uncontrolled left turns, and excessive vehicle speeds. These conditions result in a chaotic feel for those trying to navigate through the area, whether by vehicle or on foot. These conditions are of special concern because many young children who attend Anne Darling Elementary School, located at the corner of 33<sup>rd</sup> and McKee, use this crossing on their way to and from school.

At the community workshop, neighborhood residents expressed specific concerns regarding pedestrian safety. These concerns were: safety crossing the US 101 bridge at night, safety crossing McKee Road at 33<sup>rd</sup> street, safety crossing McKee road in the vicinity of the bus stop (34<sup>th</sup> St.), and discomfort walking on the north side sidewalk along McKee.

### Recommendation #1

Install pedestrian lighting along the pedestrian pathway on the US 101 overpass.

### Discussion

McKee Road/Julian Street is a major arterial with heavy, fast-moving traffic. Pedestrians, including minors who must cross this bridge over Highway 101 to reach Anne Darling Elementary School and San Jose High School, are currently segregated from this traffic by only a chain link fence on the overpass. However, no buffers exist on the approaches. In addition, no lights illuminate the pathway. Neighborhood residents do not feel safe crossing on the US 101 bridge after dark.

The 101 overpass at McKee does not embrace the pedestrian user. During visits to the site it was observed that a high number of children, families, and adults walk and ride bicycles on the overpass. It is important to enhance the overpass conditions for user comfort, safety, and aesthetic considerations. Suggested enhancements include the addition of pedestrian scaled lighting and enhanced sidewalk treatment and crosswalks that call attention to the pedestrian nature of the circulation patterns.

### Action

- a) Work with Caltrans to receive permission and identify funding for lighting.

Implementation funding sources: Dept. of Transportation

Timing: Short-Term

Responsibility: The Department of Transportation, in conjunction with the California Department of Transportation (Caltrans) and the Department of Public works.

- b) Install lighting along the walkway.

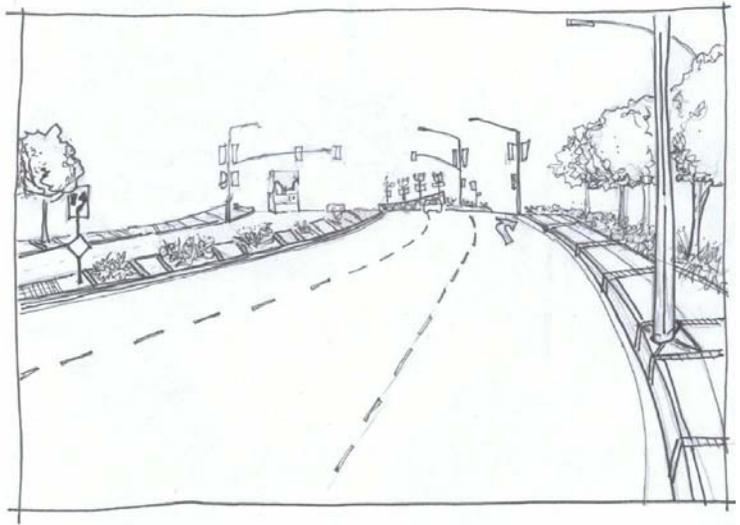
Implementation funding sources: This could be funded through the City or City staff could seek a number of funding sources, including: Safe Routes to School grant, Office of Traffic Safety grant. It could also be funded through the City of San Jose's Transportation Development Act funds.

Timing: Medium-Term

Responsibility: The Department of Transportation, in conjunction with the California Department of Transportation (Caltrans) and the Dept. of Public Works.



**Figure 27** – Existing Condition: McKee Road heading west, toward 101



**Figure 28** – Sketch illustrating recommendations: McKee Road heading west, toward 101







The installation of bus stop enhancements along the corridor would provide safe and convenient pedestrian access to the stop. Bus stop enhancements could include the addition of a bus shelter to protect users from the weather. A trash and recycling receptacle would provide the users with a place of disposal while waiting for transit. Specialty pavement, different from the standard sidewalk paving could identify the bus stop user area and provide visual identification for pedestrians and auto users.

The McKee streetscape enhancements are recommended to help unify and maintain the neighborhood's aesthetics and community identity.

## Action

- a) Install street trees along the north frontage of McKee.

Implementation funding sources: This could be funded through the City, or City staff could seek a number of funding sources. If the property turns over much of the cost could be deferred to the property owner. Potential funding sources include: Safe Routes to School grant, Office of Traffic Safety grant, MTC's Transportation for Livable Communities grant program.

Timing: Short-term

Responsibility: The Department of Public Works or the SJRA

- b) Make bus stop improvements, including the installation of bus shelter and trash receptacles.

Implementation funding sources: The bus stop improvements could be funded through the VTA bus stop shelter program, funded through advertising.

Timing: Medium-Term

Responsibility: The Department of Public Works or the SJRA in coordination with the VTA.

- c) Add streetscape enhancements. This could include special paved accent areas, street furniture, decorative lighting, landscaped median islands, and other landscaping to enhance the pedestrian experience.

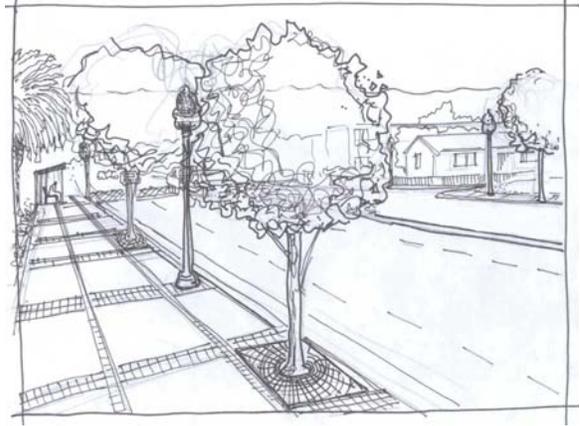
Implementation funding sources: This could be funded through the City or City staff could seek a number of funding sources. If the property turns over much of the cost could be deferred to the property owner. Eligible funding sources include: Safe Routes to School grant, Office of Traffic Safety grant, MTC's Transportation for Livable Communities grant program. It could also be funded through the City of San Jose's Transportation Development Act funds.

Timing: Long-Term

Responsibility: The Department of Transportation or the SJRA



**Figure 34** – Existing McKee Streetscape



**Figure 35** – McKee Streetscape with proposed recommendations

## Recommendation #4

Enforce rules against jaywalking.

## Discussion

Because of the long distance between signalized intersections on McKee Road, jaywalking causes a major problem for both pedestrians and vehicles. A short-term, low-cost solution to this problem would be an increased enforcement and education campaign.

## Action

- a) Increase police enforcement.

Implementation funding sources: Police Department

Timing: Short-Term

Responsibility: Police Department

## **Goal: Improve Vehicle Circulation Around The 33<sup>rd</sup> & McKee Intersection**

### **Issue**

The study area experiences heavy traffic volumes throughout the day. Vehicle traffic is particularly heavy during morning and afternoon peak commuting times due to the study area's proximity to the Highway 101 interchange. A considerable volume of pedestrian traffic generated from Anne Darling School is also a factor during the morning commute hour and around 2:30 in the afternoon. Additionally, McKee is a major arterial throughout eastern San Jose and therefore, experiences a steady flow of traffic throughout the day. These factors place a considerable burden on the 33<sup>rd</sup>-McKee intersection. The issues of particular concern includes inefficient signal phasing, long vehicle queues on McKee, and speeding.

### **Discussion**

Currently, in both directions on McKee, signal phases at the intersection with 33<sup>rd</sup> separate left turn movements from and straight and right turn movements. However, drivers on 33<sup>rd</sup> have only one green signal phase. Consequently, vehicles turning left conflict with opposing traffic and pedestrians crossing McKee. Also, because 33<sup>rd</sup> Street has only one lane per direction, vehicles going straight can be stopped behind left-turning vehicles that wait for an opportunity to proceed through the intersection. By implementing an additional signal phase for vehicles traveling on 33<sup>rd</sup>, the pedestrian conflicts will be reduced, and vehicles turning left will have a clear right-of-way. The diagrams on the next page illustrate how the five-step signal phasing will work.

### **Recommendation #1**

Implement a 5-phase signaling system at the 33<sup>rd</sup>-McKee intersection.

### **Action**

Replace signal phase #4 from the current signaling system with two new phases. Signal phases #1, #2, and #3 will remain the same.

Implementation funding sources: Department of Transportation & SJRA

Timing: Short-Term

Responsibility: Department of Transportation

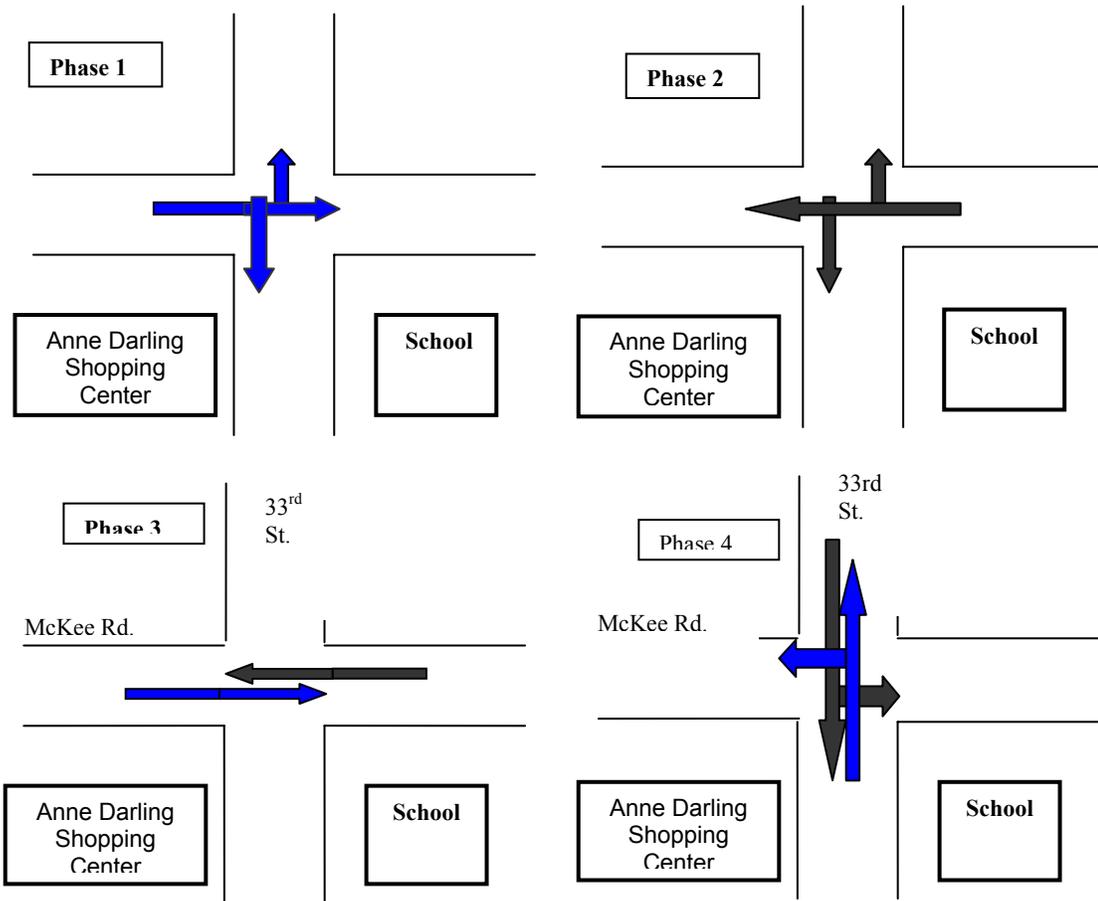


Figure 36 - Current Signal Phasing

**Intersection with Adjusted 3<sup>rd</sup> Phase & Added 4<sup>th</sup> Phase**

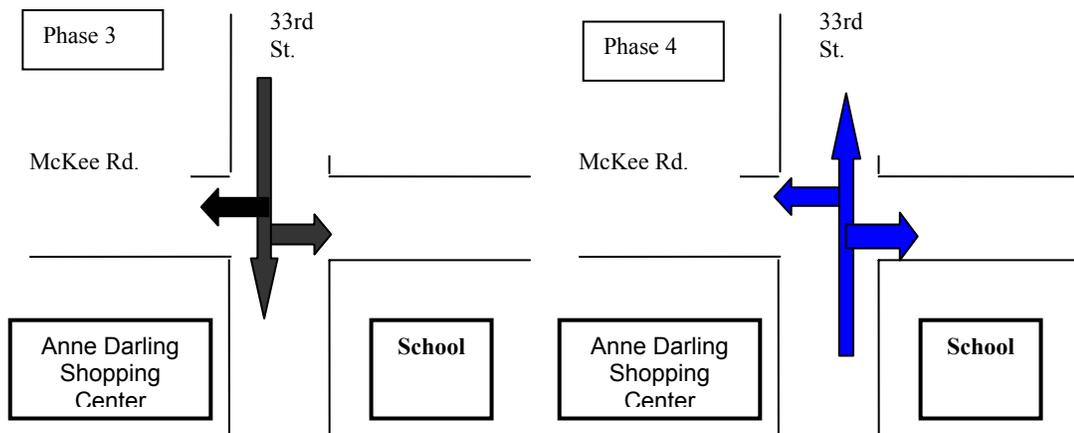


Figure 37 - Recommended Phasing Changes

## Recommendation #2

Improve morning northbound left turn onto 33<sup>rd</sup> St.

### Discussion

Long queuing lines are a particular problem eastbound on McKee during the morning hours, primarily because of the large number of vehicles dropping children off at Anne Darling School. A designated left turn lane exists on eastbound McKee; however, there is not enough time for all the vehicles to turn in one light cycle. Consequently, the left turn lane often backs up into the through travel lane and prevents vehicles that are going straight from moving through their green light.

### Action

- a) Increase length of left turn lane.

Implementation funding sources: Department of Transportation

Timing: Medium-Term

Responsibility: Department of Transportation

- b) Lengthen left turn signal timing for vehicles turning north onto 33<sup>rd</sup> during the peak morning drop-off hours.

Implementation funding sources: Department of Transportation

Timing: Short-Term

Responsibility: Department of Transportation



Figure 38 – Existing Left Turn Lane



Figure 39 – Extended Left Turn Lane

### **Recommendation #3**

Increase enforcement of traffic laws.

### **Discussion**

Speeding has long been an issue for the community, particularly because of pedestrian safety concerns. A strong police presence could curtail this problem. Additionally, increased traffic enforcement could deter drivers from taking illegal left turns out of the Gas & Shop onto westbound McKee.

### **Action**

Increase police presence at the intersection.

Implementation funding sources: Police Department

Timing: Short-Term

Responsibility: Police Department

## Goal: Improve Anne Darling Way

### Issue

Anne Darling Way is an unimproved street located between McKee and Anne Darling Drive. There are commercial parking lots on either side. This street is well-used by auto, pedestrian, and bicycle traffic from the residential neighborhood to the north of the commercial uses. The street has gutter and sidewalk to the east, however next to the shopping center, it has no curb, no gutter, no sidewalk, and very little lighting. The pavement surface is also damaged.

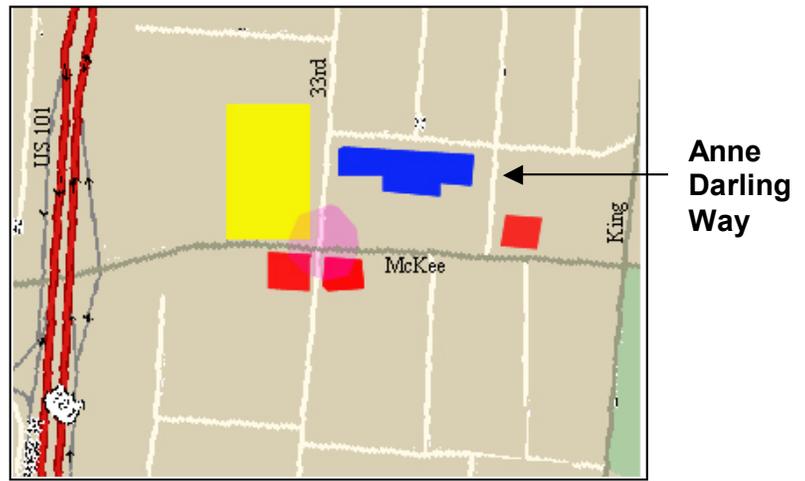


Figure 40 – Anne Darling Way Location Map

### Recommendation #1

Define Anne Darling Way as a street.

### Discussion

To create a safe and pedestrian-friendly street for the community, curbs, gutters, and sidewalks should be introduced. The street should also contain trees and landscaping along both sides, and new development should provide landscaping between the sidewalk and the private property. This treatment will provide a buffer between the street and the pedestrian, and between the pedestrian and the parking lot user. Other pedestrian improvements could include decorative street lighting, enhancing nighttime and early-morning safety.

Roadway resurfacing and lane striping of Anne Darling Way would be an important safety enhancement for the auto user. At present the street is not striped, and the driver does not know where one lane ends and another begins. A dedicated, marked bike lane would be a great asset to the residential neighborhood to the north and could be used as a connection to the elementary school to the west.

### Action

- a) Add curbs, gutters, and sidewalks.

Implementation funding sources: Department of Transportation, SJRA

Timing: Short-term

Recommendations

Responsibility: Department of Transportation

- b) Resurface and stripe street.

Implementation funding sources: Through the redevelopment of the property the property owner could complete the improvements, or DOT/SJRA could fund the improvements.

Timing: Long-Term

Responsibility: Department of Transportation, SJRA

- c) Enhance streetscape.

Implementation funding sources: Through the redevelopment of the property, the property owner could complete the improvements, or DOT/SJRA could fund the improvements.

Timing: Long-Term

Responsibility: Department of Transportation, SJRA



**Figure 41** – Existing Conditions: Anne Darling Way



**Figure 42** – Anne Darling Way with proposed changes

## Goal: Enhance Neighborhood Identity

### Issue

The two neighborhoods of Anne Darling/Little Portugal have rich histories and strong community identities. However, few landmarks exist to identify this community. At community gatherings, residents have expressed the importance of maintaining the neighborhood identity in light of the evolving community fabric.

### Recommendation #1

Install neighborhood identification signs.

### Discussion

Neighborhood identification signs can be a mechanism for building community pride and awareness. Gateway signs could be placed at neighborhood entrances such as at the intersection of 33<sup>rd</sup> and McKee, and on King approaching McKee.

### Action

Install neighborhood identification signage

Implementation funding sources: Neighborhood Associations

Timing: Short-Term

Responsibility: Neighborhood Associations/Department of Transportation



**Figure 43** – Example of Neighborhood Identification Sign

Photo: Patrick Reddy; Artist: Jackie Slone  
Source: [http://www.enquirer.com/editions/2002/09/14/loc\\_covington\\_points\\_out.html](http://www.enquirer.com/editions/2002/09/14/loc_covington_points_out.html)

## Conclusion

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The 33<sup>rd</sup> & McKee neighborhood plan is designed to assist in the future growth and development of the Anne Darling neighborhood and specifically, the 33<sup>rd</sup> and McKee commercial node. The recommendations outlined in the report can be used as a tool to guide implementation. The appendices following the report are also useful references for this process. The Matrix (Appendix A) summarizes the recommendations, and can be used as a quick reference for identifying funding sources and parties who should be consulted during the implementation process. Community Resources (Appendix B) provides contact information for city agencies, community organizations, code enforcement, and provides detailed information on available funding sources.

Appendix C summarizes the feedback received from attendees at the April 12<sup>th</sup> workshop. Attendees answered questions regarding their background, their use of the Anne Darling Shopping Center, and their impression of the workshop and its outcome. This information was extremely valuable in helping to prepare this report and will also assist future classes in navigating the neighborhood planning process.

The development of the 33<sup>rd</sup> & McKee Neighborhood Plan has been a rewarding and educational process for the students involved. Thank you to everyone who supported us throughout this process. We are very hopeful for the future of the Anne Darling neighborhood, and look forward to seeing it achieve its vision.



## Appendices

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- Appendix A: Recommendation Matrix
- Appendix B: Community Resources
- Appendix C: Workshop Evaluation Results

## Appendix A: Recommendations For 33<sup>rd</sup> & McKee Commercial Area

Business Improvements				
Issue	Strategy/Action	Time Frame	Responsible Parties	Potential Funding Sources
<b>Unify Community Organizations to Focus on Anne Darling Commercial Area &amp; Traffic Concerns</b>	Create a “McKee Citizens Workgroup” Create and maintain website to help co-ordinate community groups and establish a united voice for 33 <sup>rd</sup> and McKee	Immediate Ongoing	Local community groups/ Neighborhood Associations	Neighborhood Organizations, Community Action Pride (CAP)
<b>Improve local businesses and diversify products</b>	Provide educational outreach to local businesses	Short-term/ Ongoing	Department of Economic Development SJRA San Jose Chamber of Commerce Entrepreneur Center Better Business Bureau Small Business Association	Department of Economic Development SJRA
<b>Enforce Intrusion of Incompatible uses and Inappropriate Development</b>	Use code enforcement to enforce code violations including illegal uses.  Use Zoning tool to limit sale of alcohol near Anne Darling school  Use Zoning, Conditional Permit Approval, Code Enforcement, and community tools to limit hours of operation of businesses	Short-term/ Ongoing  Immediate/ Ongoing  Immediate/ Ongoing	San Jose Code Enforcement, Police, Planning, Economic Development  Planning Department, Code Enforcement, Economic Development, Alcoholic Beverage Control (ABC)  Planning Department, Code Enforcement, Economic Development	Planning Department  Anti-alcohol Organizations like MADD/ Private Donations/ Fundraising  Planning Department

*Immediate = 0-18 months*

*Short-term = 0-3 years*

*Medium-term = 4-6 years*

*Long-term = 7+ years*

### Business Improvements cont.

<p><b>Introduce businesses to reflect Community culture and needs</b></p>	<p>Create a gathering place such as a bakery, deli or coffee shop.</p> <p>Market existing and current vacancies to businesses that culturally represent the community.</p> <p>Maintain “Anne Darling” name for neighborhood Shopping Center</p>	<p>Immediate/ Ongoing</p>	<p>SJRA, Community members</p>	<p>SJRA, Economic Development</p>
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### Physical Improvements

Issue	Strategy/Action	Time Frame	Responsible Parties	Potential Funding Sources
<p><b>Improve Functionality of the parking lot</b></p>	<p>Designate parking spaces by striping in angular fashion.</p>	<p>Short-term</p>	<p>Property Owner</p>	<p>Property owner, SJRA</p>
	<p>Use painted arrows to designate the direction of traffic</p>	<p>Short-term</p>	<p>Property Owner</p>	<p>Property owner, SJRA</p>
	<p>Enforce slow speed with speed bumps and stop signs.</p>	<p>Short-term</p>	<p>Property Owner with DOT and Public Works Department</p>	<p>Property owner, SJRA</p>
	<p>Repave the parking lot.</p>	<p>Long-Term</p>	<p>Property Owner</p>	<p>Property Owner, SJRA</p>

*Immediate = 0-18 months*

*Short-term = 0-3 years*

*Medium-term = 4-6 years*

*Long-term = 7+ years*

**Physical Improvements cont.**

<b>Issue</b>	<b>Strategy/Action</b>	<b>Time Frame</b>	<b>Responsible Parties</b>	<b>Potential Funding Sources</b>
<b>Poor Landscaping</b>	Place planters at regular interval.	Short-term	Property Owner	Property Owners, SJRA, SJ Beautiful, CAP, OCF
	Plant trees at regular interval.	Medium -term	Property Owner	Business Owners or community members, SJRA, SJ Beautiful, CAP, OCF
	Build landscaped buffer.	Medium – Long term	Property Owner	Donors/Sponsors: Business Owners or community members, SJ Beautiful, CAP, OCF
	Create a pocket park at a suitable location within the shopping center plaza.	Long-term	Property Owner	Donors/Sponsors: Business Owners or community members, San José Beautiful, CAP, OCF
<b>Unsafe Feeling</b>	Build a buffer between the parking lot and the sidewalk.	Medium-Long term	Property Owner, SJRA, DOT	Property Owner, SJRA, DOT
	Add more lighting.	Short /Medium-term	Property Owner	Donors/Sponsors: Business Owners or community members, SJ Beautiful, CAP
	Designate pedestrian zone by striping.	Short/Medium-term	Property Owner	Property Owner Volunteer: Business owners
	Reduce number of driveways and mark them properly.	Short/Medium-term	Property Owner	Property Owner

*Immediate = 0-18 months*

*Short-term = 0-3 years*

*Medium-term = 4-6 years*

*Long-term = 7+ years*

**Physical Improvements cont.**

<b>Issue</b>	<b>Strategy/Action</b>	<b>Time Frame</b>	<b>Responsible Parties</b>	<b>Potential Funding Sources</b>
<b>Appearance</b>	Place trash receptacles in the parking lot.	Short-term	Business Owners	Donors/Sponsors: Business Owners or community members, San José Beautiful, CAP
	Renovate closed Tire Shop so that it can be rented out as a café/juice shop/snack bar or something similar.	Short-term	Property Owner	Property Owner or New Business Owner
	Clean up windows and improve display of goods inside stores. Clear up boards and signs that block the view of inside. Display goods creatively. Change the front entrance of Food Bowl.	Short-term	Business Owners	Business Owners
	Repair and paint the façade of the building.	Long-term	Property Owner	Property Owner, SJRA
	Get consensus to replace building signage from all business owners. Replace existing storefront signage with new, more consistent signage complying with city regulations.	Short-term	Property Owners	Property Owners, Business Owners
	Repair or redesign the two monument signs and add landscaping at the foot of each.	Short-term	Property/Business Owners	Property Owner, Business Owners
	Change window designs, with more transparency and better architectural character representing community.	Medium-term	Property Owner	SJRA Grant

*Immediate = 0-18 months*

*Short-term = 0-3 years*

*Medium-term = 4-6 years*

*Long-term = 7+ years*

**Physical Improvements cont.**

<b>Issue</b>	<b>Strategy/Action</b>	<b>Time Frame</b>	<b>Responsible Parties</b>	<b>Potential Funding Sources</b>
<b>Appearance</b>	Improve architectural character. Add Portuguese ornamentation to the building. Redesign the façade.	Long-term Medium-term	Property Owner	Property Owner, SJRA
	Address the building's blank walls. Paint murals on the blank walls. Put picnic benches near the walls. Plant climbing vegetation on the walls.	Long-Term Medium-term Short-Term	Property Owner Property Owner Property Owner	Property Owner, SJRA Property Owner, SJRA Property Owner, SJRA
	Use decorative light posts and banners to make the appearance lively.	Long -term	Property Owner	Donors/Sponsors: Business Owners or community members, SJ Beautiful, CAP
	Repave the area around the shop and provide a sitting area and bicycle stand.	Long-term	Property Owner	Property Owner, SJRA
	Improve the freestanding signs. Clean and repair the signs. Add landscaping to the bottom of the signs	Short-Term	Property Owner and Business Owner	Property Owner, SJRA

*Immediate = 0-18 months*

*Short-term = 0-3 years*

*Medium-term = 4-6 years*

*Long-term = 7+ years*

<b>Transportation Improvements</b>				
<b>Issue</b>	<b>Strategy/Action</b>	<b>Time Frame</b>	<b>Responsible Parties</b>	<b>Potential Funding Sources</b>
<b>Poor circulation at gas stations</b>	Improve circulation at Moe's gas station. Angle and reduce the width of driveways in order to restrict vehicle movement to a single direction.	Medium-term	Planning, Department of Transportation	Property Owner, SJRA, Dept. of Transportation
	Install a landscaped buffer between the two redefined driveways.	Medium-term	Planning/DOT	Property Owner, SJRA, Dept. of Transportation
	Add a 6" barrier on McKee, directly across from the "Gas & Shop" gas station	Short-term	Planning/DOT	Department of Transportation, SJRA
<b>Poor pedestrian environment</b>	Work with Caltrans to receive permission and identify funding for lighting.	Short-term	DOT/Caltrans	Safe-routes-school grant, DOT, Caltrans, Dept. of Public Works
	Install pedestrian street lighting @ 101 overpass	Medium-term		
	Redefine crosswalks with high-visibility design and markings.	Short-term	DOT	DOT, Safe-Routes-to School, Pedestrian Safety grant, Office of traffic Safety, Transportation for Livable Communities
	@ 34 <sup>th</sup> street crossing, install experimental – pedestrian activated in-pavement lighting.	Medium-term	DOT	DOT, Safe-Routes-to School, Pedestrian Safety grant, Office of traffic Safety, Transportation for Livable Communities
	Enforce jay-walking	Immediate	Police	Police Department

*Immediate = 0-18 months*

*Short-term = 0-3 years*

*Medium-term = 4-6 years*

*Long-term = 7+ years*

<b>Transportation Improvements cont.</b>				
<b>Issue</b>	<b>Strategy/ Action</b>	<b>Time Frame</b>	<b>Responsible Parties</b>	<b>Potential Funding Sources</b>
<b>Poor pedestrian environment</b>	Sidewalk improvements: improved buffer between street and sidewalk, enhance lighting, include street trees, include buffer between parking lot and sidewalk	Long-term	Planning, SJRA	Property owner, SJRA, DOT, Pedestrian Safety grant, Transportation for Livable communities, Transportation for clean air. BAAQMD in general, Transportation for Livable Communities
	Install bus stop shelter	Short/Medium-term	VTA, DOT	VTA, advertising funding, Property owner, Transportation for Livable Communities
<b>Poor vehicular circulation at the intersection of 33<sup>rd</sup> and McKee</b>	Implement a 5-phase signaling system at the 33 <sup>rd</sup> -McKee intersection.	Short-term	DOT	DOT, SJRA
	Improve AM NB left turns onto 33 <sup>rd</sup> street – through timing and increasing length of left turn pocket	Medium-term	DOT	DOT
	Enforce speeding	Immediate	Police	Police Department
<b>Anne Darling Way</b>	Define driveways into adjacent parking lots from Anne Darling way by installing a low cost curb without gutter – and adding a center line.	Short/Medium-term – coinciding with shopping center circulation improvements	SJRA/DOT	Property owner
<b>Neighborhood Identification</b>	Add neighborhood sign on McKee as you approach 33 <sup>rd</sup> and a sign on King as you approach 33 <sup>rd</sup>	Short-term	SJRA/DOT	Neighborhood Associations

*Immediate = 0-18 months*

*Short-term = 0-3 years*

*Medium-term = 4-6 years*

*Long-term = 7+ years*

# Appendix B

## Community Resources

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### Community Organizations

Anne Darling School Site Council  
333 North 33rd Street  
San Jose, CA 95133  
(408) 535-6209

Mexican American Political Association (MAPA)  
P.O. Box 40860  
San Francisco, CA  
<http://www.mapa.org>

Mothers Against Drunk Driving (MADD)  
Bay Area Chapter  
373 South Monroe Street, Suite 204  
San Jose, CA 95128  
(408) 260-0111  
<http://www.madd.org>

Portuguese Chamber of Commerce of California  
1115 East Santa Clara Street, Suite 1  
San Jose, CA 95116  
(408) 288-7655  
<http://www.portuguesechamber.com>

Portuguese Organization for Social Services and Opportunities (POSSO)  
1115 East Santa Clara Street  
San Jose, CA 95116  
(408) 293-0877  
<http://www.serve.com/posso/>

## City Agencies

The City of San Jose:

Code Enforcement Division  
Department of Planning, Building and Code Enforcement  
777 North First Street Suite 700  
San Jose, CA 95112  
(408) 277-4528  
<http://www.ci.san-jose.ca.us/code/index.htm>  
Office of Economic Development  
60 South Market Street Suite 470  
San Jose, CA 95113  
(408) 277-5880  
<http://www.do-biz-here.com>

Planning Division  
801 North First Street Room 400  
San Jose, CA 95110  
(408) 277-4576  
<http://www.ci.san-jose.ca.us/planning/sjplan>

Redevelopment Agency (SJRA)  
(408) 794-1000  
<http://www.sjredevelopment.org>

Department of Transportation  
4 North 2nd Street Suite 1000  
San Jose, CA 95113  
(408) 277-4304  
<http://www.ci.san-jose.ca.us/dot/>

## Important Phone Numbers

Anti-Graffiti Hotline.....(408) 277-4528

Street & Traffic.....(408) 277-4373  
(Illegal dumping; sidewalk, street & light repair, sewer leaks)

Abandoned Vehicles on The Street.....(408) 277-5305

Abandoned vehicles on Private Property.....(408) 277-5305

Free Tow on Private Property.....(408) 277-4931

## **Funding Sources**

Name of Funding Program: **Transportation Development Act, Article 3 funds**

Funding Source: State

Summary Description: TDA funds transportation improvements. One quarter cent of retail sales tax is returned to the county of origin. Each County is to receive one quarter of a cent of 7 1/4 cents of retail sales tax collected statewide. Up to two percent of funds can be set aside for pedestrian and bicycle facilities, and five percent can be spent supplementing other funds to implement bicycle safety education programs.

Eligible Applicants: Local jurisdictions.

Typical Funding Amounts: San Jose usually receives around \$500,000 annually

Required Matching Funds: No required matching funds.

Contact: The Santa Clara Valley Transportation Authority  
3331 North First Street  
San Jose, CA 95134  
408-321-5716

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Name of Funding Program: **Bicycle Transportation Account**

Funding Source: State

Summary Description: The purpose of the BTA is to improve the safety and convenience of bicycling for utilitarian reasons. BTA funds are available for jurisdictions with approved bicycle transportation plans. No agency may receive more than 25% of the total funds appropriated. Eligible projects include new bikeways that serve major transportation corridors, and that remove travel barriers, bicycle parking at transit stations, installation of traffic control devices, planning, safety and education, and elimination of road hazards on existing bikeways.

Eligible Applicants: Cities and Counties with approved bike plans

Typical Funding Amounts: \$3-5 million

Required Matching Funds: a local match of 10% is required

Contact: Caltrans  
Caltrans Bicycle Facilities Unit  
P.O. Box 942874  
Sacramento, CA 94274-0001  
916-653-0036

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Name of Funding Program: **Transportation Fund for Clean Air**

Funding Source: Regional

Summary Description: Clean Air funds are generated by a surcharge on automobile registration in the nine bay area counties that make up the Bay Area Air Quality Management District (BAAQMD). Approximately \$20 million is collected annually.

Eligible Applicants: Cities, Counties, VTA and Transportation Agencies

Typical Funding Amounts: Approximately \$9 million region wide

Required Matching Funds: no matching funds required

Contact: The Santa Clara Valley Transportation Authority  
3331 North First Street  
San Jose, CA 95134  
408-321-5716

Or

Bay Area Air Quality Management District  
939 Ellis Street  
San Francisco, CA 94109  
415-771-6000

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Name of Funding Program: **Transportation for Livable Communities**

Funding Source: Local

Summary Description: Small Scale transportation improvements in streetscape, transit, pedestrian, and bicycle oriented developments. The fund provides technical planning assistance, funds community planning efforts, and gives direct allocations in support of project construction.

Eligible Applicants: Local governments, community-based organizations, and transportation service providers

Typical Funding Amounts: \$9 million annually

Required Matching Funds: No matching funds required

Contact: Metropolitan Transportation Commission  
Metro Center  
101 8<sup>th</sup> Street  
Oakland, CA 94607  
510-464-7700

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Name of Funding Program: **Safe Routes to School**

Funding Source: State

Summary Description: This is a program to improve the safety of pedestrians and bicyclists on route to school. Eligible projects include installation of bicycle lanes, sidewalks, pedestrian crossings, traffic signals, and other measures that improve the safety around schools.

Eligible Applicants: Cities, Counties, and school districts

Typical Funding Amounts: \$20 million per year statewide

Required Matching Funds: No matching funds required

Contact: Caltrans  
Caltrans Bicycle Facilities Unit  
P.O. Box 942874  
Sacramento, CA 94274-0001  
916-653-0036

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Name of Funding Program: **Office of Traffic Safety**

Funding Source: State

Summary Description: Grant funding is awarded on a competitive basis to state and local political subdivisions of the state. Applicant agencies are encouraged to work with community-based organizations and incorporate a multi-disciplinary approach to address traffic safety problems.

Eligible Applicants: Cities

Typical Funding Amounts: approximately \$30 million per year statewide

Required Matching Funds: No matching funds required

Contact: Caltrans  
7000 Franklin BLVD., Suite 440  
Sacramento, CA 95823  
(916) 262-0990

## Appendix C

### Workshop Evaluation Results

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Workshop attendees were asked to fill out a short post-workshop survey. Their responses were tabulated and appear below:

#### Attendee Background Information

##### Ethnic Breakdown

Hispanic	38%
Portuguese	25%
White (other)	25%
Native American	13%

##### Primary Means of Transportation

Car	54%
Bus	10%
Walking	35%

##### Children Attend Anne Darling School

Yes	25%
No	75%

##### Shops At The Food Bowl

Once a week	25%
Less than once a month	25%
Never	50%

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#### Workshop Feedback

##### Workshop Topics Related to My

##### Daily Activities Within The Community

Strongly Agree	75%
Agree	25%
No Opinion	0%
Disagree	0%
Strongly Disagree	0%

**Workshop Topics Has Already Been Discussed Too Often**

Strongly Agree	13%
Agree	25%
No Opinion	0%
Disagree	25%
Strongly Disagree	38%

**Community Can Improve In The  
Ways Discussed During The Workshop**

Strongly Agree	71%
Agree	29%
No Opinion	0%
Disagree	0%
Strongly Disagree	0%

**Workshop Was Productive & a Good Use of My Time**

Strongly Agree	63%
Agree	38%
No Opinion	0%
Disagree	0%
Strongly Disagree	0%

**Workshop Was Well Planned & Facilitated**

Strongly Agree	63%
Agree	38%
No Opinion	0%
Disagree	0%
Strongly Disagree	0%

## **Qualitative Questions**

### ***What were the three best solutions to come out of the workshop?***

Improve the cleanliness of the commercial center. Improve pedestrian safety. Improve the variety of food at the Food Bowl.

Come up with a recommendation for Ann Darling Shopping Center. Meet people from other surrounding neighborhoods. Work with SJSU and San Jose Redevelopment Agency.

New shopping center with modern market. Talk with SJSU & Redevelopment Agency. Traffic concerns & solutions discussed.

Fix gas station entrance from McKee Road to an angled driveway. Renovate shopping center and put in new lighting for safety.

Three way lights at 33rd & McKee.

Fix Food Bowl. Fix traffic. Watch pedestrians.

Discussion, planning, community togetherness.

### ***Other Comments, Observations, or Suggestions***

Open up participation to Hispanics. Maintain the quality of the school. Improve the commercial center.

Work with community groups to get funding & influence required to tear down current shopping center and build new, modern shopping center that represents the neighborhood.

Reflect Culture.

It was great to see new people involved.

Great workshop. We need to plan a movement in order to complete the clean-up of Food Bowl.

### ***Suggestions For Future Workshops***

Invite all the neighborhood associations.