

# COLLABORATIVE PLAN

BONITA BROOKWOOD FIVE WOUNDS MCKINLEY AND OLINDER NEIGHBORHOODS





collaborative

plan

bonita  
brookwood  
five wounds  
mckinley  
and  
olinder  
neighborhoods

Contributors:  
Dayana Salazar  
Beth Wyman  
Donald Rothblatt

Production:  
Thanicha Niyomwan  
Tara Kelly  
Tung Vy Tran  
Pin-Yuan Wang

San José State University  
COMMUNITY OUTREACH PARTNERSHIP CENTER  
COPC-CA-97-053

This project was funded by the U.S. Department of Housing and Urban Development and by the San José State University Office of the Provost  
October 1999

---

---

# FOREWORD

In order to assist our nation's disadvantaged urban communities, the U.S. Department of Housing and Urban Development (HUD) enlisted the academic and professional support of universities through the University-Community Outreach Partnership Centers (COPC) program. The purpose of this national program is to encourage universities to enter into creative partnerships with community-based organizations, local governments and school districts to ameliorate the economic, social and physical conditions of these communities.

San José State University and its surrounding neighborhoods were selected by HUD as a COPC site in 1997. The SJSU-COPC is a concerted effort by faculty from all colleges at the university to collaborate with our neighbors to improve our quality of life. We are actively working with community members in such areas as:

- Economic development through our business incubator
- Computer literacy training of senior citizens
- Enhancing parental involvement in schools through early-morning, afternoon, and weekend programs
- Tutoring and reading programs for elementary school students
- Providing summer computer science and science programs for local teenagers
- Neighborhood revitalization efforts, including urban design and planning strategies, clean-up activities and advising neighborhood associations

This report is the second in a series of collaborative community improvement studies by the neighborhood revitalization team - students and faculty of the Urban and Regional Planning Department and their community counterparts. Building on the first study of the North Campus Neighborhood, this report is an enhanced comprehensive urban planning study of five-neighborhoods one mile east of downtown San José: Bonita, Brookwood Terrace, Five Wounds, McKinley and Olinder; and presents the existing and projected conditions of these areas, and findings and strategies for neighborhood improvements. It also includes a user-friendly directory of funding sources for community-based projects.

We are pleased to sponsor the creation of the Collaborative Plan document. We applaud the extensive efforts of the community members, both youth and adults, the students and faculty of the Department of Urban and Regional Planning, the neighborhood associations and all those other people who have worked on this document.

Employing concepts and designs from this report, community members and organizations, businesses, and educators can consider and recommend potential enhancements to their neighborhoods. Documents of this type with full neighborhood participation can lead to very positive changes in a community. In sum, this report demonstrates the continued ability of a truly collaborative planning process to successfully address community problems by facilitating the exchange of knowledge, expertise and a general spirit of cooperation between San José State University and its surrounding metropolitan community.

We are grateful to the U.S. Department of Housing and Urban Development, San José State University's Office of the Provost, and the Luke Hancock Foundation for financial support. Special thanks are also due to SJSU's President Robert Caret and Provost Linda Bain for their encouragement and support; and to the City of San José's Mayor Ron Gonzales and Councilmember Cindy Chavez for their active participation in our project.

Jerome S. Burstein  
Project Investigator, Community Outreach Partnership Center  
Professor, College of Business, San José State University

Donald N. Rothblatt  
Co-Project Investigator, Community Outreach Partnership Center  
Professor and Chair, Urban and Regional Planning Department, San José State University

---

---

---

# INTRODUCTION

The City of San José is one of the most ethnically, economically, and socially diverse cities in the State. This diversity is celebrated throughout our neighborhoods. But nowhere is it more evident than in the neighborhoods that surround the City's core. The downtown core is home to a revitalized business district, an emerging downtown housing population, an urban University and neighborhoods that reflect the changes taking place as the population ages and new residents move into the community.

It is in this atmosphere that city leaders are working to find the proper mix of housing, park space, city services and other criteria that factor into land-use decisions. As the population mix of this city changes, we are challenged to consider innovative and creative problem-solving techniques.

One such tool that can be utilized has been the work undertaken by the students and faculty of the Urban and Regional Planning Department at San José State University. Through a collaborative effort, these students and faculty, along with neighborhood leaders, have set out to create a work plan for the downtown neighborhoods of Bonita, Brookwood, Five Wounds, McKinley and Olinger in the East Coyote Creek area.

This joint effort by the University and neighbors is a model approach to help include residents in the decision-making process. Their input laid the foundation for this work plan- a work plan that seeks to improve their living conditions and create a healthier neighborhood.

The results of this work plan can be considered in the decision-making process at the local government level. Already some of the neighborhood recommendations generated by this collaboration have influenced the design of the East William St Park improvement project.

Likewise, the other recommendations that have come out of this work plan can help to identify and influence where city resources are needed, such as housing assistance, public safety response and better street and traffic management. In fact, the area of Five Wounds has been targeted by the City of San José for investment by the Redevelopment Agency. The groundwork that has been laid through the research conducted by the University will assist in the study of this area as the City works to revitalize this neighborhood.

I want to thank San José State University, the students and faculty of the Urban and Regional Planning Department, and the neighborhood residents who participated in this project. This collaborative effort demonstrates what can be accomplished when residents have the opportunity to contribute to the vision of what they want their neighborhoods to look like. This partnership with the community will help to raise the quality of life for the residents in this area.

I look forward to the continuation of this relationship between the University, residents and City leaders and applaud the work of the students at San José State University who will become our future city planners.

Cindy Chavez  
Council Member  
City of San José Council District 3

---

---

# A NEIGHBORHOOD REBORN

## THE PARTNERSHIP BETWEEN OLINDER NEIGHBORHOOD ASSOCIATION AND SAN JOSE STATE UNIVERSITY

When Phil Reynolds, my neighbor, told me that San Jose State's Urban Planning class had selected our neighborhood for its next project, I was not enthused. Phil asked me to attend an introductory meeting with the SJSU professors and I reluctantly agreed only to get him off my back. As I walked to the meeting, lots of skeptical questions were running through my head: "Why are we helping students when we have so much 'real' work to do?" "What can a bunch of students do for us?" "Is this really worth my time?" "Has Phil gone off the deep end?"

At that meeting, I met Dayana, Beth, Angela, and Kip (who works for the city). I politely listened to what they had to say and what they wanted to do. I remember hearing them describe with great enthusiasm how they were going to create a grand master plan for improving and beautifying our neighborhood and that they were going to do this using residents' ideas and aspirations. I simply nodded my head as they talked while thinking, "Yeah, right."

And then they pulled out the master plan they had done for the Horace Mann neighborhood. I was completely blown away. Color maps. Blueprints. Perspective Drawings. Demographic statistics. Residential design guidelines. Traffic pattern analysis. All of these things weaved into a coherent story after holding a neighborhood workshop at Horace Mann school. At that point, I realized that we were not dealing with a mere class, we were being offered the chance to work with professionals – compassionate professionals. They were a breath of fresh air to us all and an inspiration for every neighbor-activist in the Olinder Neighborhood Association.

So, from February to April, we worked side-by-side with these SJSU students and professors (actually, they did most of the work). Adult and kid residents did a comprehensive photo survey of our neighborhood. We took our SJSU friends on multiple tours of the neighborhood so that they could see the area through the eyes of its diverse residents. We went to the classroom to teach them about the social dynamics here and our experience (both positive and negative) with city government. And we met in the evenings at the Olinder Community Center to plan the neighborhood workshop that would enable residents to share their aspirations and concerns about the place they live.

On April 17, we held the neighborhood workshop at Olinder Elementary School. It was a smashing success. Approximately 100 adults and kids from the neighborhood participated and shared ideas on how to improve housing, shopping, and parks here. It was quite a sight to see residents who had never met before tackle such vexing problems in a systematic, fun way.

On May 27, the SJSU classes came back to the neighborhood and presented the grand plan that they had developed. They presented short-term, mid-term, and long-term plans to improve the shopping complex at 24th & William St., develop the park areas with better pedestrian access and environmentally friendly flood control, redesign the dilapidated housing that plagues our area, and redirect traffic and parking in a way that protects residential areas.

And now we have all of these plans embodied in this report. A report that can now serve as the strategic plan for our neighborhood association and the city. A report that will be required reading for all city officials who work in our neighborhood as well as for all journalists who do stories on our neighborhood. Most importantly, this is a report that documents the dreams of the residents who live here. May all our dreams one day come true.

Vipin Gupta  
Member  
Olinder Neighborhood Association



---

# ACKNOWLEDGEMENTS

We gratefully acknowledge the vital role of our partners' commitment to this effort. They include the many residents, city staff and San José State University students and faculty who made this project possible:

## City of San José

Ron Gonzalez, Mayor  
Bill Landsowne, Police Chief  
Cindy Chavez, Council Member, Council District 3  
Mark Linder, Director, Department of Parks, Recreation and Neighborhood Services  
Christopher Harkness, City Manager's Office  
Elizabeth Ortiz, Community Activity Worker, Project Crackdown/Weed and Seed  
Jaclin Cordes, Community Coordinator, Project Crackdown/Weed and Seed  
José Posadas, Policy Analyst, Council District 3  
Michael LaRocca, Special Projects Manager, Department of Parks, Recreation and Neighborhood Services  
David Ocampo, Community Coordinator, Project Crackdown/Weed and Seed  
María de León, Community Services Supervisor, Project Crackdown/Weed and Seed

## Olinder Neighborhood Association

Gus Chavez, President  
Philip Reynolds  
Vipin Gupta  
Victor Everett

## San José Unified School District

Sue McCasland, Principal, Olinder Elementary School  
Edith Edwards, Principal, McKinley Elementary School  
Lucia Carrillo, Family Coordinator, McKinley Elementary School  
Corvus Gutierrez, Teacher, Horace Mann Elementary School  
Jack Mummsen, Teacher, Olinder Elementary School  
Susana Robledo, Teacher, Olinder Elementary School

## Olinder Community Center

Eva Chavez, Project Coordinator, MACSA Latchkey Program  
Children enrolled in MACSA's Latchkey Program  
Veronica Rendón, Community Volunteer

## San José State University Community Outreach Partnership Center

Jerome Burstein, Director  
Linda Woodsmall, Project Coordinator  
Mila Mitchell, Project Assistant  
Alejandra Martinez, Student Assistant  
Daira López, Student Assistant

## Students enrolled in the following Urban and Regional Planning Department Courses at San José State University:

Planning Problems I (UrbP 201), Fall 1998. Instructor, Dayana Salazar, Instructor  
Urban Planning Practice (UrbP 275), Spring 1999. Instructor, Beth Wyman, Instructor  
Land Use in Planning (UrbP 225), Spring 1999. Instructor, Scott Lefaver, Instructor

---

## Neighborhood Workshop Participants

### Residents:

Jessica Aguilera  
Lila Aguilera  
Maria Aranda  
R. Arca  
Martha Beostu  
Zheng Bin  
Jack Bither  
Jesse Brenner-Wiehe  
Sam Brenner-Wiehe  
Suzanne Brenner  
Rosie Cabello  
Robert Caballero  
Lucía Carrillo  
Consuelo Ceballos  
Maria Ceballos  
Raúl Ceballos  
Silvestre Ceballos  
Benny Chavez  
Terry Christensen  
Nancy Cortez  
Ted Cunningham  
David Dickey  
Gerry Dominguez  
Mary Dursteler  
Anne Eubank  
John Eubank  
Pat Ferraro  
Mr. & Mrs. Joe B.  
Flores  
Ana George  
Andy Garza  
Mark Garza  
Marney Griffin  
Eloísa Gúzar  
Rodolfo Gúzar  
Germán Gutiérrez  
April Halberstadt  
Susan Hartt  
Eddie Hill  
Simone Hill  
Abraham Jimenez  
Brenda Jimenez  
Dorothy Kelso  
Greg Kolbo  
Oliver Kloy  
Boris Kustov  
David Lea  
Jessica Ledesma  
Lucía Ledesma  
Richard Ledesma  
Sherri Ledesma  
Stelle Leichenett  
Loren Linquist

Craig Linquist  
Octavio López  
Gilberto Martinez  
Henry Martinez  
Derek McKee  
Zobeyda Moreno  
Henry Murillo  
Armando B. Murrietta  
Maria Mustonen  
Kien-Nguyen  
Juana Osuna  
Felipe Osuna  
Yesenia Osuna  
Aracely Perez  
Evelyn Perez  
Miguel Perez  
Joan Rivas-Cosby  
Leticia Rodriguez  
Ray Schuler  
Jose Soares  
Doug Treadwell  
Antonio Vargas  
Mario Walls  
Rose Walls  
Fred Wiehe  
Carol Winn  
Janice Zajac

### Children's Workshop Designer and Coordinator:

Laurence Pilot Darier-  
Bazière

### Facilitators:

Carla Bagneschi  
Raphael Breines  
Britta Buys  
Vincent Cantore  
Benjamín Corrales  
Lashun Cross  
Susan Fizzell  
Terence Grindall  
Brett Hondorp  
Munawarjit Kaur  
Tara Kelly  
Kumi Kikuzawa  
Tricia Maier  
Erin Mayer  
Angela Michtom  
Tom Mills  
Thanicha Niyomwan  
Lupita Perez  
Djenane Santos  
Susan Swift  
Wendi Verburg  
Pin-Yuan Wang  
Peter Weshler  
Victoria Willcox

---

# TABLE OF CONTENTS

Foreword.....	iii
Introduction .....	v
A Neighborhood Reborn .....	vii
Acknowledgements .....	ix
List of Figures .....	xii
Overview .....	1
Area Description .....	5
<i>Overview of Neighborhoods</i> .....	5
<i>Demographics</i> .....	7
<i>Social Dynamics</i> .....	7
<i>Housing</i> .....	8
<i>Historic Structures</i> .....	8
<i>Land Use</i> .....	12
<i>Public Facilities and Services</i> .....	13
<i>Open Space and Recreation Facilities</i> .....	14
<i>Environmental Factors</i> .....	15
<i>Transportation and Infrastructure</i> .....	17
Neighborhood Issues and Recommendations .....	23
<i>Parks</i> .....	23
<i>Commercial (Shopping) Areas</i> .....	34
<i>Housing</i> .....	45
Appendices.....	49
<i>A. Community Resource Directory</i> .....	49
<i>B. Neighborhood Photographic Survey</i> .....	55
<i>C. Neighborhood Workshop Flyer (English)</i> .....	56
<i>D. Neighborhood Workshop Flyer (Spanish)</i> .....	57
<i>E. Neighborhood Workshop Flyer (Vietnamese)</i> .....	58
<i>F. Neighborhood Workshop Agenda</i> .....	59
<i>G. Neighborhood Workshop Evaluation</i> .....	60
References.....	63

---

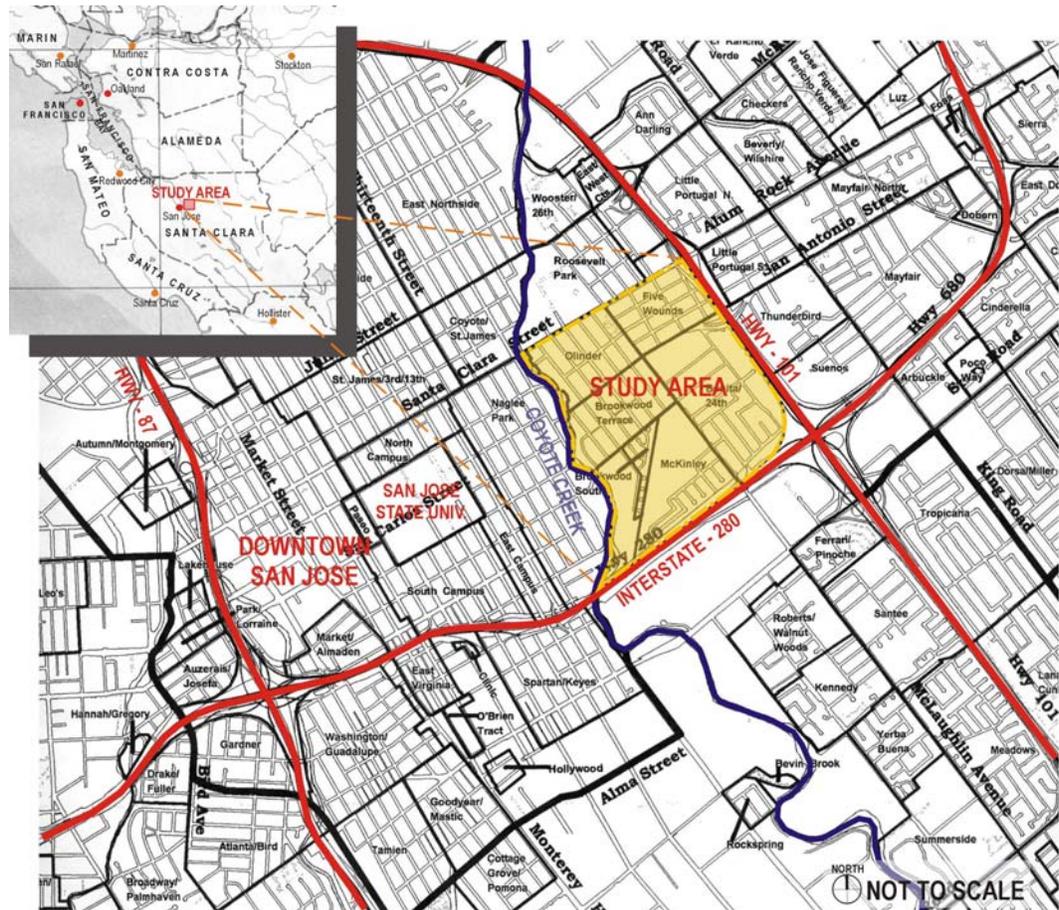
---

# LIST OF FIGURES

Fig. 1. Location Map .....	1
Fig. 2. Photo Mural .....	2
Fig. 3. Neighborhood Workshop Photos .....	3
Fig. 4. Study Area .....	5
Fig. 5. Incorporation Dates .....	6
Fig. 6. Population Indicators in Comparison to City and County .....	7
Fig. 7. Housing Demographics .....	8
Fig. 8. Location of Historic Structures .....	9
Fig. 9. List of Historic Structures .....	10
Fig. 10. General Plan Land Use .....	12
Fig. 11. Environmental Factors .....	16
Fig. 12. Transportation Network .....	17
Fig. 13. Circulation Map .....	18
Fig. 14. Percentage of Commuters Traveling via Alternative Means .....	20
Fig. 15. Park Circulation .....	25
Fig. 16. Park Conceptual Plan .....	26
Fig. 17. Martin Park Entrance .....	27
Fig. 18. Outlook Deck .....	29
Fig. 19. Park Improvement .....	31
Fig. 20. Railroad Tracks Implementation Phases .....	32
Fig. 21. Existing Building at 24 <sup>th</sup> /William .....	36
Fig. 22. Existing Vacancies .....	37
Fig. 23. Proposed Parking Lot Layout .....	41
Fig. 24. 24 <sup>th</sup> /William Shopping Node Improvements .....	42
Fig. 25. 24 <sup>th</sup> /William Shopping Node Improvements (View Along 24 <sup>th</sup> Street) .....	43

# OVERVIEW

During the 1998/99 academic year, faculty and students from the Urban and Regional Planning Department at San José State University worked in collaboration with members of the community and city staff to study the urban neighborhoods east of Coyote Creek in the City of San José. These neighborhoods, some of the oldest in the city, include: Bonita, Brookwood Terrace, Five Wounds, McKinley and Olinder. They are located approximately one mile east of downtown, and are bounded by East Santa Clara Street to the north, Highway 101 to the east, Highway 280 to the south, and Coyote Creek to the west.



Source: Neighborhood Boundaries Map (City of San José Planning Department)

Figure 1. Location Map

The project was conducted under the umbrella of San José State's Community Outreach Partnership Center (SJSU COPC), sponsored by the U.S. Department of Housing and Urban Development (HUD), San José State University's Office of the Provost and the Luke Hancock Foundation. It represents the continuation of a long-term effort to bring together the research and professional resources of the University with the working knowledge and practical concerns of community groups, residents, businesses and local government agencies

This report documents the preliminary results of this ongoing effort. It outlines the existing conditions in the community and presents recommendations for specific areas of intervention within the neighborhoods. It summarizes not only information on past, present and projected conditions in the area, but also the views and concerns of its residents.

Residents and decision-makers concerned with the future of this area will find the information in this document useful in understanding who lives, works and plays here, and what they envision. It also sets forth intervention strategies based on professional research and community recommendations to work towards this vision.

The assessment and recommendations for improvement presented in this report were developed through extensive consultation with neighborhood residents, city staff and schoolchildren in a series of activities designed to document, classify and analyze the perceived problems and opportunities in the area, as well as visions for neighborhood improvement. In addition to a great deal of informal interaction and individual interviews, formal activities such as a Photographic Survey and a Neighborhood Workshop were conducted.

The Photographic Survey was conducted in February and March, 1999, by 33 children from the Mexican American Community Service Agency (MACSA) Latchkey program at the Olinder Community Center and 20 adult residents of the various neighborhoods in the study area. The photo surveyors took approximately 1,200 pictures of the parks; streets; commercial, public and industrial buildings; vacant spaces; railroad

tracks; and houses in their neighborhoods. These images were classified and assembled on a 8' X 20' photographic collage, which represents a collective visual assessment of the positive and negative aspects of the community as perceived by its residents (for survey forms see Neighborhood Photographic Survey in the Appendices section).

A Neighborhood Workshop was held on April 17, 1999, at Olinder Elementary School. The workshop was organized and conducted by the San José State University urban planning team, the Olinder Neighborhood Association and the City of San José's Olinder Project Crackdown/Weed and Seed. The workshop brought together over 130 residents of the neighborhood to share visions and ideas for improving their community (for more details on the Neighborhood Workshop, please see the following Appendices: Neighborhood Workshop Flyer, Neighborhood Workshop Agenda and Workshop Evaluation and Assessment).

This report, which documents the results of the interaction with the community, is structured around the following sections:

**Area Description.** This section presents a summary and analysis of existing and projected conditions in the study area including a brief overview of the neighborhoods, demographic data, social dynamics, housing, historic structures, land use, public facilities and services, open space and recreation facilities, environmental factors and transportation and infrastructure (for a comprehensive discussion of existing conditions in the study area, please refer to the draft report: *East of Coyote Creek Area Study*).

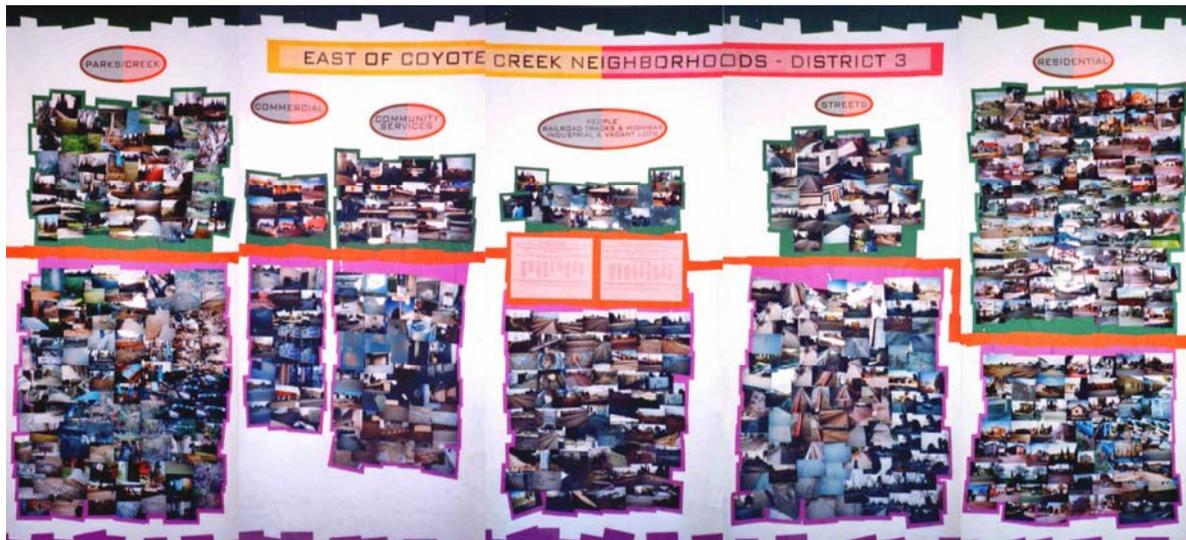


Figure 2. Photo Mural



Figure 3. Neighborhood Workshop Photos

In conducting research on existing conditions, the San José State University planning team employed a variety of methods including:

- A block-by-block parcel survey of existing land uses and building conditions
- Analysis of census data
- Investigation of current regulations and policies
- Interviews with local residents and merchants
- Interviews with government officials
- Investigation of historic records

**Neighborhood Issues and Recommendations:** This section presents proposals and intervention strategies for improving the parks, commercial areas and housing in the neighborhoods. The recommendations were derived mainly from the feedback and ideas of residents who participated in the day-long workshop held last April. These principles which formed the basis for the report's recommendations include:

#### *Parks*

- Create clean, safe, and attractive recreational areas for local residents
- Deter inappropriate use of the areas by gangs and drug dealers
- Encourage interaction between residents and open space resources
- Enhance the safe use of the tracks as an alternative walking path
- Make the creek a friendly and warm place to spend time

- Preserve an intimate, 'neighborhood' feel in the open space areas

#### *Commercial Areas*

- Build on and strengthen the existing commercial resources of the neighborhood through better design and better connection to a full spectrum of potential shoppers
- Capture additional business income for the area by filling in gaps in services through business attraction to fill vacancies, and further commercial development where appropriate
- Encourage and promote pedestrian and bicycle movement through the area, particularly along East Santa Clara Street, 24<sup>th</sup> Street, and McLaughlin Avenue
- Create gathering places for residents to meet informally or simply enjoy the sights, sounds and flavor of the area.
- Improve the overall appearance, attractiveness, and safety of the commercial areas

#### *Housing*

- Maintain the presence and beauty of historic structures
- Create and preserve an optimum number of affordable and safe housing options
- Ensure adequate parking for residential vehicles

#### *Recommendations:*

Based on these principles, recommendations were formed such as:

- Create a formal, landscaped pedestrian pathway along the railroad tracks
- Increase police patrols in the parks via foot, bicycle and horseback
- Create a formal trail along the Coyote Creek, including additional pedestrian bridges connecting the East and West sides of William Street Park
- Increase communication between existing businesses and potential customers through multi-lingual signs, meetings to discuss unmet needs, and concerted marketing of East Santa Clara Street
- Improve pedestrian and bicycle access via more crosswalks, bike routes, sidewalks, bicycle racks and public restrooms
- Re-design the shopping node at 24<sup>th</sup> and William Streets to make it more attractive and pedestrian-friendly
- Introduce a second-unit ordinance to bring these living spaces up to code but maintain their existence to meet the demand for affordable housing
- Organize neighborhoods to demand enforcement of parking and speeding laws to improve conditions for residents

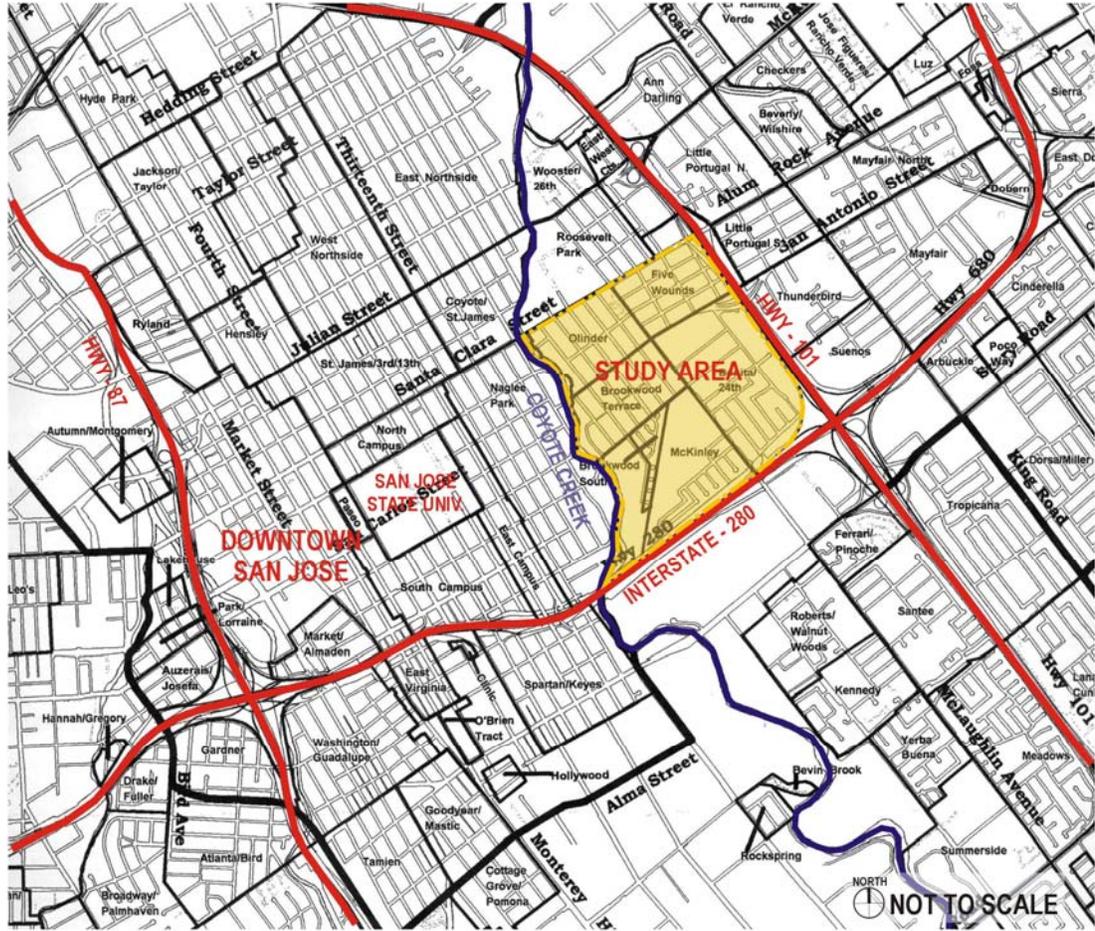
**A Neighborhood Reborn:** This section is a discussion, from the residents' perspective, of the benefit of this kind of collaborative effort and the next steps to be followed towards implementation of the plans outlined in this report.

**Appendices:** This section contains the *Community Resource Directory*, a comprehensive list of local programs and potential funding sources for community-based plans and projects, such as those presented in this document. It also documents in detail the interaction with the community through the Photographic Survey and the Neighborhood Workshop.

# AREA DESCRIPTION

## OVERVIEW OF NEIGHBORHOODS

Located approximately one mile east of Downtown San José, the study area encompasses a diversity of people, land uses, and community services. The defined borders of this area are East Santa Clara Street to the north, Highway 101 to the east, Highway 280 to the south, and Coyote Creek to the west.



Source: Neighborhood Boundaries Map (City of San José Planning Department)

Figure 4. Study Area

The study area was once a separate city. The City of East San José was incorporated in 1906, and was bounded by Coyote Creek on the west, Julian Avenue on the north and part of William Street and then San Antonio Street on the south. The city existed for about 5 years. Its primary purpose was to run the saloons out of town, and to put in a sewer system. Once that happened, the city incorporated as part of San José in 1911.

The rest of the study area was incorporated in a patchwork fashion starting in 1941 and ending with a large portion of the southern area incorporating as recently as 1986 (see Figure 5).

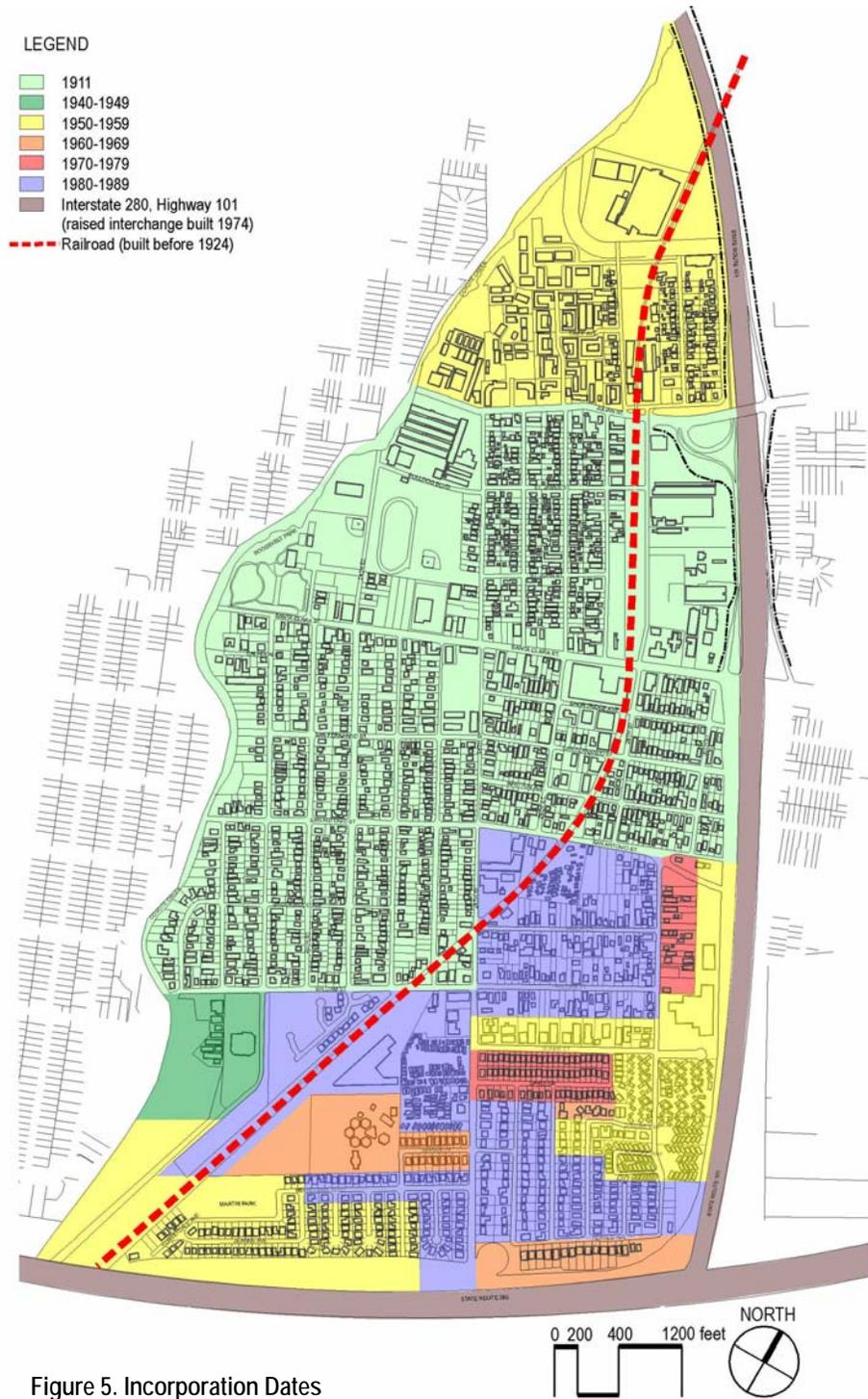


Figure 5. Incorporation Dates

Source: Annexations Map (City of San José Planning Department)

This study area is primarily residential including a mixture of single family homes, multi-family dwellings such as apartment buildings, and trailer parks. There are two main commercial areas—East Santa Clara Street and 24<sup>th</sup>/ McLaughlin Street. The area contains some major open space features in local parks and along the creek. The other significant feature in this area is the Union Pacific

railroad tracks along which some heavy industrial/manufacturing uses are located. Given the land uses in this area, it was not surprising to find that according to the 1990 census data, 23% of the population in the entire study area is employed in industrial settings.

## DEMOGRAPHICS<sup>1</sup>

As of the 1990 US Census, the total recorded population of this area was 13,645 people. This was just under 2% of the population of the entire City of San José (782,225).

This area of San José is very ethnically diverse. Of the people living in the study area, 66% are of Hispanic origin as compared to 26% in the City of San José and 21% in Santa Clara County. As of 1990, the Bonita and McKinley neighborhoods were home to nearly all persons who reported speaking Mon-Khmer (Cambodian) language at home. It is known that Cambodian as well as Vietnamese refugees have continued immigrating to the United States since 1990, so it is likely that those populations may have increased in this area as new immigrants settled with relatives and friends. Another aspect of the ethnic diversity of this neighborhood is the fact that a large Portuguese community is well-established in the Five Wounds neighborhood which appears to be a center of community and religious life both within the neighborhood and across Santa Clara Street in the part of the Roosevelt Neighborhood which borders Five Wounds. Some of the other noticeable attributes of the population per the 1990 Census data are outlined in the following table.

**Figure 6. Population Indicators in Comparison to City and County**

Indicator	Study Area	City	County
Below poverty level <sup>2</sup>	25%	9%	8%
Over age 25 with less than a 9 <sup>th</sup> grade education	38%	11%	8%
Over age 25 with High School degree or less	75%	43%	37%
Under the age of 18	33%	26%	14%
Over the age of 65	6%	1%	2%

## SOCIAL DYNAMICS

### Neighborhood Organizations

This neighborhood has a wealth of community groups with different levels of sophistication and activity. The largest neighborhood group, the Olinder Neighborhood Association, claims the entire area as its territory. However, active members admit to having past difficulty bringing together neighbors from both the east and west sides of the railroad tracks, a situation they have been working to change. Other existing groups

include the McKinley Neighborhood Association, the Brookwood Terrace Neighborhood Association, Las Madres de Jeanne Avenue, and the East Santa Clara Street Business Association.

### Social Factors

As noted earlier, the neighborhoods of this area are in a state of change as new ethnic and socio-economic groups enter, altering the existing social patterns. This area can be said to represent the new poly-ethnic cities of the future. Like New York City at the turn of the century, new groups are entering the area and creating their own neighborhood nodes. This can be viewed as a positive sign of the new groups' attempt to establish their own community space. However, it can have the effect of fragmenting the neighborhood, creating a number of insular groups that have little connection with the larger community. This alone makes this an important site to study, as it will serve as a model for coping with complex social dynamics created by a wide array of social and cultural mores endeavoring to successfully interact within a single neighborhood setting.

There are at least five physical hard edges in this study area.

- Union Pacific Railroad Tracks - The railroad, running north-south, was established sometime between 1897 and 1924. Railroad tracks almost always represent an edge. These tracks separate the Olinder and Brookwood Terrace neighborhoods from the Bonita, McKinley and Five Wounds neighborhoods. In the southernmost portion of the study area it marks a border between the new Brookwood housing development and low-income multi-family housing. In the central to northern portion it is lined with industrial uses.
- Highway 101 has existed since before 1940, but the portion of it starting at San Antonio street was elevated in 1974. This presents a significant edge on the eastern side of the study area.
- Interstate 280 was constructed in 1974 as well. This presents a major edge on the southern side of the study area.
- Coyote Creek on the eastern border. Water has always been viewed as a natural edge. Historically, this creek served as the western border of San José prior to the incorporation of areas to the east of it. It forms the western edges of the East of Coyote Creek study area and runs through the William Street Park which

spans both sides of the creek (into the adjoining Naglee Park neighborhood).

- East Santa Clara Street forms the northern border of this study area. This significant physical edge separates the study area from the Roosevelt Park neighborhood to its north.

This area also has a number of social edges that seem to separate one social node from the next. These edges fall into a number of categories, including economic, natural, housing stock, social, political, ethnic, gang and crime. In an attempt to better understand these edges, researchers canvassed the area to speak with residents. They spoke with people who live and work in the neighborhood. Based upon this outreach, the major social edges identified seem to be Naglee Park neighborhood, Coyote Creek, new Brookwood Homes, Union Pacific railroad tracks, low-income housing projects, gangs, trailer parks, 24<sup>th</sup> Street, and San Antonio Street. These “social edges” are described in further detail in the East of Coyote Creek Draft Report.

## HOUSING

The housing stock in the study area is significantly older than most of that in either San José or Santa Clara County. While nearly half of the housing in San José and in Santa Clara County was built between 1970 and 1990, over half (56%) of the housing in the Bonita, McKinley and Five Wounds neighborhoods was built between 1940 and 1969, and nearly half (48%) of the housing in Brookwood Terrace and Olinder was built before 1939.

Homeownership rate in this area dips as low as 30% in some areas and only goes as high as 59% in others. These rates are lower than the 61% citywide, 59% countywide and 66.8% nationwide.<sup>3</sup> The percentage of renter occupied housing units in the area is significantly higher (ranging from 60% to 70%) than in the city and the county (39 % and 41 % respectively).

Figure 7. Housing Demographics

Characteristics	Study Area	City of San José	Santa Clara County
Average Median Rent	\$596 - 764	\$755	\$773
Median Housing Price	\$168,000 - \$307,000 <sup>4</sup>	\$332,000 <sup>5</sup>	\$394,000 <sup>6</sup>
Households with 4 or more people	34 – 53%	35%	29%

Other differences between the neighborhood and their surrounding counterparts are as shown on Figure 7: Housing Demographics.

More than half of the residences in the area are single-family. However, there are significant concentrations of multi-family units located mainly along Forestdale Avenue, Jeanne Avenue, Appian Lane and William Street.

Although the area is zoned primarily single-family residential, additional smaller units used for living quarters (or second units) have been built on many properties. The majority of homes in the William Court and Peach Court areas have secondary units built behind or attached to the main structure. In addition to these non-traditional housing units, a total of five trailer parks are located within the Bonita and McKinley neighborhoods.

Since 1990, the area has been changing. One significant shift is the building of higher income homes in the neighborhood. This has brought in young, well-to-do families. Another element is the tremendous work being done by Project Crackdown and Olinder Weed & Seed, two city-run programs. Each of these programs have contributed to the overall decline in crime rates. This decline is demonstrated by the number of residents who reported to interviewers that things have gotten a lot safer in the past four years and by the not-so-trivial fact that a local pizza establishment no longer refuses deliveries to this neighborhood on the east side of the creek.<sup>7</sup>

## HISTORIC STRUCTURES

The following section identifies the historic structures located within the study area. Nine have been previously identified in the San José Historic Resources Inventory published in 1994. Nine others have been selected as historic and are possibly eligible for inclusion in the Inventory. Two of these nine have been rated as eligible for nomination as City Landmarks.

Historic structures add to the identity of neighborhoods and often provide affordable housing as well. A property nominated for City Historic Landmark status by the City of San José must be more than 30 years old and meet at least one of the following criteria:

- It can be identified with persons, era, or events that have contributed to local, regional, state or national history, heritage or culture in a distinctive, significant way;

- It can be identified or associated with a distinctive, significant or important work or vestige of architectural style, design of method of construction;
- It can be identified or associated with an important work or vestige of a master architect, builder, artist or craftsman;
- It has high artistic merit;
- It comprises as a totality, a distinctive, significant or important work whose component parts may lack the same attributes;
- It is likely or substantially likely to yield information of value about history,

architecture, culture or aesthetics;

- It provides for existing and future generations an example of the physical surroundings in which past generations lived or worked.

Some important economic benefits are available for owners of historic buildings. These include: the use of the California Historic Building Code for appropriate building code regulations, the use of the California Mills Act for local property tax credits and the use of Rehabilitation Tax Credits for owners of commercial buildings (including rentals).

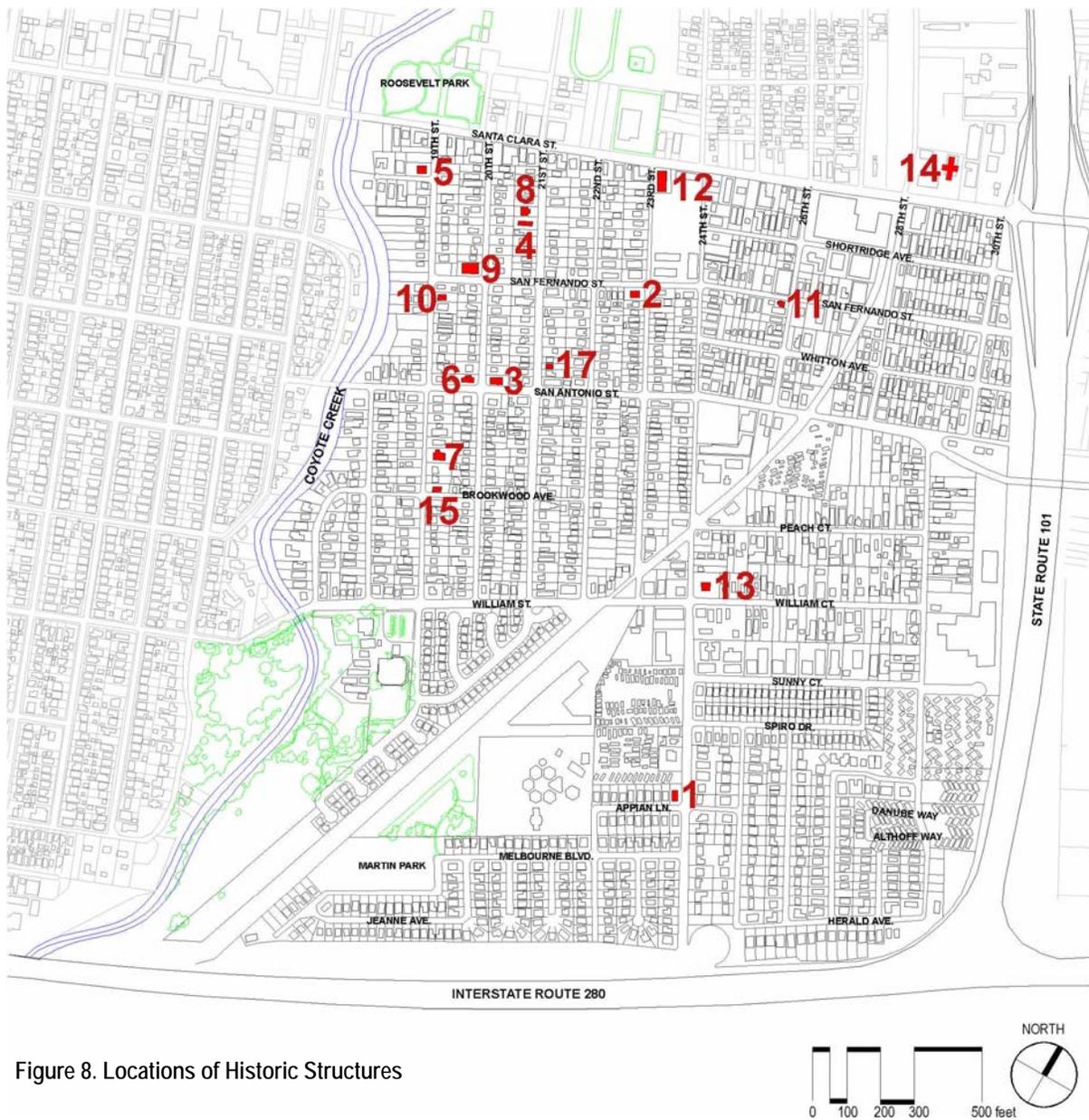


Figure 8. Locations of Historic Structures

	<p><b>Italianate</b></p>	<p>This house is listed in San José Historic Resources Inventory and also Eligible for National Register. There had been three marble fireplaces but two of them were destroyed in 1989 earthquake.</p>	<p><b>Stick/Eastlake</b></p>	<p>This house is made of redwood. It has 12-foot high ceiling. The coal-burning fireplace was replaced in 1892. All doors and windows are original. There is an addition to the back.</p>					
<p>Built in c. 1877</p>	<p>555 South 24<sup>th</sup> Street</p>	<p>Built in c. 1849</p>	<p>101 South 23<sup>rd</sup> Street</p>		<p><b>Folk Victorian</b></p>	<p>This house has gone under several changes. It used to be a liquor store, a bar, a canteen, and a duplex. Now it is a single-family house.</p>	<p><b>Queen Anne Cottage</b></p>	<p>This house is made of redwood. The doors are original but windows have been replaced by double plate windows. The chimney had been modified to be used for cooking before a stove came to practice. It also has a quarter basement.</p>	
<p>Built in c. 1850</p>	<p>154 South 20<sup>th</sup> Street</p>	<p>Built between 1860-1870</p>	<p>45 South 21<sup>st</sup> Street</p>		<p><b>Italianate Cottage</b></p>	<p>This house is listed in San José Historic Resources Inventory, 1994 as well as listed as Contributing Structure.</p>	<p><b>Victorian</b></p>	<p>This house is made of redwood. Some old windows and doors can still be seen in this house.</p>	
<p>Built in c. 1865</p>	<p>23 South 19<sup>th</sup> Street</p>	<p>Built in 1876</p>	<p>195 South 20<sup>th</sup> Street</p>		<p><b>Pioneer Cottage with Elements of Greek Revival</b></p>	<p>This house is listed in San José Historic Resources Inventory and also Eligible for National Register. It was home of artist A. D. M. Cooper.</p>	<p><b>Queen Anne Cottage</b></p>	<p>This house is listed in San José Historic Resources Inventory and also Eligible for National Register. It has a cross gable roof. The façade gable ornamented with pediment window projects into the front portico that covers a recessed entry porch.</p>	
<p>Built in 1883</p>	<p>250 South 19<sup>th</sup> Street</p>	<p>Built in 1885</p>	<p>37 South 21<sup>st</sup> Street</p>		<p><b>Gothic Revival</b></p>	<p>The First African Methodist Church contains two crossed, steeply hipped gables and a corner tower with a belfry opened by four sets of gothic-arched apertures. It is listed in San José Historic Resources Inventory and also Eligible for National Register.</p>	<p><b>Queen Anne</b></p>	<p>This house is built of oak. The interior has been remodeled but exterior still looks the same. The fireplace has been replaced with China cabinet. The windows are new. The doors are original. A new foundation was built after 1989 earthquake.</p>	
<p>Built in 1889</p>	<p>95 South 20<sup>th</sup> Street</p>	<p>Built in 1899</p>	<p>114 South 19<sup>th</sup> Street</p>						

● Five Wounds  
 ● Olinder  
 ● Brookwood Terrace  
 ● Bonita  
 ● McKinley  
 ● Brookwood South

Figure 9. List of Historic Structures



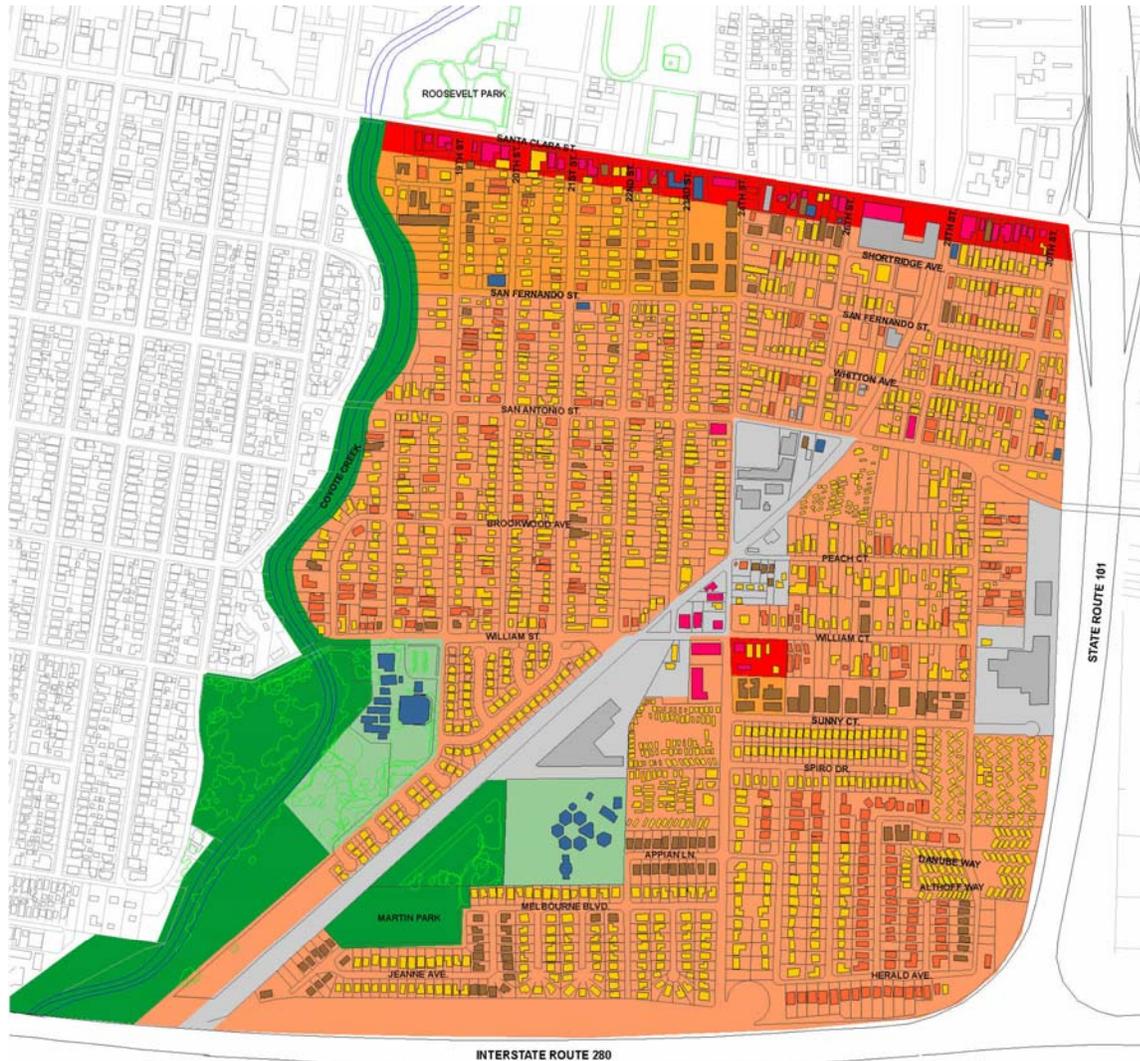
● Five Wounds  
 ● Olinder  
 ● Brookwood Terrace  
 ● Bonita  
 ● McKinley  
 ● Brookwood South

Figure 9. List of Historic Structures

## LAND USE

The East of Coyote Creek study area falls under the jurisdiction of the San José Planning Department. In 1988,<sup>8</sup> the Redevelopment Agency of the City of San José designated East Santa Clara Street a Neighborhood Business District (NBD)

from 4th Street east to Highway 101. However, because this area does not fall within the designated ‘downtown core,’ the Redevelopment Agency<sup>9</sup> has no power to process and approve permits. The San José Planning Department and the Redevelopment Agency are autonomous agencies.



### GENERAL PLAN LEGEND

- Medium High Density Residential (8-16 DU/AC)
- High Density Residential (12-25 DU/AC)
- General Commercial
- Light Industrial
- Public/Quasi-Public
- Public Park/Open Space

### LAND USE LEGEND

- Single Family Residential
- Multi-Family Residential
- Duplex Residential
- Commercial
- Industrial
- Institution



Figure 10. General Plan Land Use

## Zoning Designations and Design/Development Regulations

Zoning is defined as the regulation of land in terms of use, and height and bulk of buildings. The zoning regulations for the City of San José are described in the Zoning Ordinances of the City of San José<sup>10</sup>, a public document which was amended in January 1997.

The primary objective of the Zoning Ordinance is to ensure that proposed structures are compatible both architecturally as well as functionally with adjacent structures. Specific zoning examples include: site design, such as yard size, garages, parking, driveways, building setbacks, and landscaping; building design, such as the architecture, materials, building height, bulk, and size; and public improvements, including public sidewalks, curbs, gutters, and sewers.

The Zoning Ordinance describes in detail various land use designations with provisions, prohibitions, and exceptions (see East Coyote Creek Draft Report for further details)

In California, state law requires that zoning ordinances must be consistent with each City's general plan. However, because San José is a charter city<sup>11</sup> it is allowed more flexibility in administering land use policy than "general law" cities.<sup>12</sup> A map showing projected future land uses in the East of Coyote Creek Area as defined by the General Plan is shown in Figure 10. This same map shows the existing land uses for each parcel as designated by the color of each building footprint.

## Existing Land Uses

A parcel survey was conducted to identify the conditions of residential units, open space systems, and public facilities and services.

It was found that the entire study area has a broad mix of three main land uses: residential, commercial, and industrial/manufacturing. The Olinder and Brookwood neighborhoods consist of mainly residential uses (about 80%), occasional commercial uses (5%), and small pockets of industrial/manufacturing uses (15%). The Bonita, McKinley and Five Wounds neighborhoods were developed in the early 1960s (much later than the other two neighborhoods) and consist of 80% residential, 17% industrial/manufacturing and 3% commercial land uses. A more detailed presentation of land uses in the entire neighborhood is provided in the above land uses map. As can be noted from this map, the majority

of the land is covered by residential uses (including five trailer parks), commercial land uses, and a fair amount of heavy industrial/manufacturing uses. (see East Coyote Creek Draft Report for further details).

## PUBLIC FACILITIES AND SERVICES

### Schools

The study area contains two schools: the Selma Olinder University Elementary School and the Franklin McKinley Neighborhood Year Round School. In addition, San José High Academy and the Five Wounds Elementary School are located in neighboring Roosevelt Park and San José State University is located within one mile west of the study area. Below is a description of the two schools within the study area.

The Selma Olinder University Elementary School is a part of the San José Unified School District. It is located in the Olinder/Brookwood Terrace sub-area at 890 East William Street and has about 650 students in kindergarten through 5<sup>th</sup> grade.<sup>13</sup> This school has a high concentration of Vietnamese and Spanish speaking students for whom many English is their second language.

The Franklin McKinley Neighborhood Year Round School, located at 651 Macredes Avenue, is part of the Franklin-McKinley School District – a district which serves approximately 10,800 students in grades K-8. The McKinley elementary school is one of nine in this school district and it operates on a year-round schedule. The school is in close proximity to McLaughlin Avenue and William Street, just on the other side of the railroad tracks from the Olinder Elementary School described above. The school district itself has children who speak 54 different languages. Bilingual classes are taught in the predominant languages—Spanish and Vietnamese<sup>14</sup>

### Olinder Community Center

This community center is located at 848 East William Street, at the crossing of East William and Brookwood Streets, between the Selma Olinder Elementary School and Coyote Creek (contained within William Street Park). The Center has access to William Street Park, which includes a large playing field, a basketball court, and picnic and barbecue facilities.

There is a fully functional theater (home of the Northside Theatre Company) inside the community center. The Olinder Community Center provides a latchkey program for kids ranging in ages from 5 to 13 years. In addition, the Community Center is a Project Crackdown/Weed & Seed site for the community. While providing many services to the community, this center needs of renovation and has been granted some funds to do so in the near future.

## Churches

There are several churches in the area, the largest of which is the Five Wounds Church located on the border of the study area and the Roosevelt Park neighborhood at the corner of East Santa Clara and 28<sup>th</sup> Street. This magnificent architectural building is a center for the Portuguese community.

## OPEN SPACE AND RECREATION FACILITIES

On the whole, the study area is well represented by major parks and open spaces, although there is a lack of neighborhood mini-parks. There are two significant parks in the study area, East William Street Park and Martin Park. In addition, Roosevelt Park is located just north of our study area and a second portion of William Street Park continues on the west side of the creek as West William Street Park.

All of these parks are considered neighborhood community parks and there is no regional park in the immediate area (regional parks are usually larger in size—200+ acres and fall under the jurisdiction of the County of Santa Clara rather than a specific municipality).

### Roosevelt Park:

Many residents who attended the community workshops in April 1999 indicated they bring their children to Roosevelt Park. Located at East Santa Clara and 21<sup>st</sup> Streets, Coyote Creek runs along its western boundary. This park covers 10.8 acres and contains one playground, two basketball courts, a softball field, and an exercise course.<sup>15</sup> The park is easily accessible by foot, car or public transportation from East Santa Clara Street and from San José High Academy to the north.

The playground structures and grounds are in superior condition as the Redevelopment Agency of the City of San José recently installed and dedicated the park on October 20, 1998. In the

northernmost section of Roosevelt Park there is a roller-hockey rink that was completed in 1995 and is heavily used.

### William Street Park

This park is located at 16<sup>th</sup> and East William Streets in the Olinder/Brookwood section of the study area. William Street Park is an 11.9-acre site that contains picnic tables, barbeque facilities, one playground, and a basketball court.<sup>16</sup> Coyote Creek bisects William Street Park, so the western half of the park falls outside of our study area. There is a pedestrian-only bridge that runs over the creek parallel to East William Street. (This is the only existing connection between the two sides of the park).

The section of the park grounds closest to William Street are well landscaped and the recreational facilities well maintained, although some of the playground equipment is aging and slated for replacement. There is a small parking lot on East William Street that holds about fifteen cars.

The majority of the park is highly utilized except along Coyote Creek and in the back section closest to I-280. The Creek corridor has been used for drug and sexual activity in the past. While extensive cleanup by the Olinder Neighborhood Association has revitalized this area, some residents and their children still complain about illicit activities occurring along the creek.

The creek corridor is very desolate and underutilized. To the west of Coyote Creek (outside of the study area), West William Street Park is extremely well maintained and often very busy, although all of the formal play structures are on the eastern side of the creek.

### Martin Park

Martin Park is located in McKinley neighborhood, on Melbourne Street near Jeanne Avenue. The park abuts the western side of the Union Pacific railroad tracks and the Franklin McKinley Neighborhood Year Round School to the east. Martin Park is an 8.5-acre parcel with only 3.5-acres currently developed. The developed portion has a swing set, benches, some paved walkways, seven picnic tables, and two barbecue grills.<sup>17</sup> However, there is no public restroom on site.

This park is not easily accessible and there are no visible signs identifying it as Martin Park. The play structures and rectangular grass field are well maintained and it is clear where the park ends because the grounds between it and the McKinley School are in poor condition and seldom used.

Graffiti is prevalent on the ground, trees, and distant walls of the park and numerous signs forbidding alcohol are illegible because of the graffiti. According to neighbors, the grounds around Martin Park have become areas for gang activity in the evening. This park is strategically situated for illicit activity because it is difficult for police to patrol from the street and it is easy to hide in the nearby vegetation or run away through a large hole in the fence along the railroad tracks.

## Coyote Creek

Coyote Creek has been designated a natural area, meaning that it is an unused and undeveloped park land. Along Coyote Creek there is a significant vegetation patterns as it is considered a riparian habitat. A plant and tree community that includes woody plant species that typically occur in wet areas along streams, creeks, and marshes characterize the Coyote Creek corridor.

A trail corridor is currently recommended as part of the Coyote Creek Park Chain throughout this area. According to the Department of Public Works report, it should extend the entire reach following the riparian corridor.<sup>18</sup> Creating and extending a trail corridor south along Coyote Creek will have a significant regional impact. Because the majority of land uses surrounding the Coyote Creek Park Chain are medium-density residential, there is an excellent opportunity to connect William Street Park with other large, open spaces and residential regions of San José.

## ENVIRONMENTAL FACTORS

### Seismic Hazards

There are no significant seismic hazards in the study area, but there is a fault trace, which generally follows 24<sup>th</sup> Street. Also, along Coyote Creek, there is high ground failure susceptibility (see Figure 11).

### Flood Hazards

According to the Flood Insurance Rate Map (FIRM),<sup>19</sup> some portions of the neighborhood are in the flood hazard area. The area bordered by San Antonio Street, 24<sup>th</sup> Street, and the Union Pacific railroad tracks is in the flood zone AO. This zone, AO, has areas of 100-year shallow flooding in which the depth is one foot; average depths of inundation are shown, but no flood hazard factors are determined. The area bordered by William Street, 19<sup>th</sup> Street, and slightly to the east of the

Union Pacific railroad tracks as well as the area just north of Melbourne Boulevard are zoned AH. This zone, AH, has areas of 100-year shallow flooding in which the depths are between one and three feet; base flood elevations are shown in the FIRM, but no flood hazard factors are determined.

Zone D shows areas of undetermined, but possible flood hazards. As shown in the Environmental Factors Map, it encompasses four sections in the study area. The first area is bordered by San Antonio Street, Bonita Avenue, Sunny Court, 24<sup>th</sup> Street, and the Union Pacific railroad tracks. The second area is bordered by 24<sup>th</sup> Street, slightly east of the railroad tracks, and Appian Lane. The third area is bordered by Herald Avenue, 24<sup>th</sup> Street, Spiro Drive, and Bonita Avenue. The fourth area is bordered by 24<sup>th</sup> Street, Highway 280, Jeanne Avenue, and Melbourne Boulevard.

### Soil Conditions

The soils in this area consist of somewhat poor to poorly drained soils developed in mottled, fine to moderately-fine textured alluvium. The soils in this area are made up of Clear Lake soils and Campbell soils. The Clear Lake soils have dark gray clay surface soils and mottled grayish brown clay subsoils. The Campbell soils have dark gray silty clay surface soils and olive gray silty clay loam subsoils. These soils overlie mottled, sedimentary alluvium. The fine textures will cause moderately slow to slow permeability.<sup>20</sup>

### Air Quality

There is often air pollution in San José due to the climate and topography of the San Francisco Bay Area, which direct pollutants to the South Bay. On occasion, a thermal inversion layer, a blanketing layer of air emerges, and does not allow the pollutants to escape. When there is a thermal inversion layer, wind from the north is channeled through the mountains, which rim the Santa Clara Valley. Air pollution from the Peninsula and East Bay is brought southward, lowering the air quality in San José. According to the Bay Area Air Quality Management District (B.A.A.Q.M.D.), San José is at the center of a “non-attainment” area where air pollution by ozone, carbon monoxide, and particulate exceeds acceptable levels.<sup>21</sup>

### Water Quality

The ground water in the area is generally present in confined or semi-confined sand and gravel aquifers, which are separated by the impermeable silt and clay sequences. The aquifers are recharged by streams and water seepage.<sup>22</sup>

## Noise Pollution

The noise pollution in San José is human-made. The major sources of noise are various modes of transportation, which include automobile and truck traffic on highways and major streets, such as Highway 101, Highway 280, and East Santa Clara

Street. Another major transportation noise source is the Union Pacific Railroad, which may run trains up to two times per day. Other stationary sources, such as commercial and industrial operations, create noise pollution. Also, temporary noises, such as loud stereo music, are constant noise pollutants in the study area.<sup>23</sup>

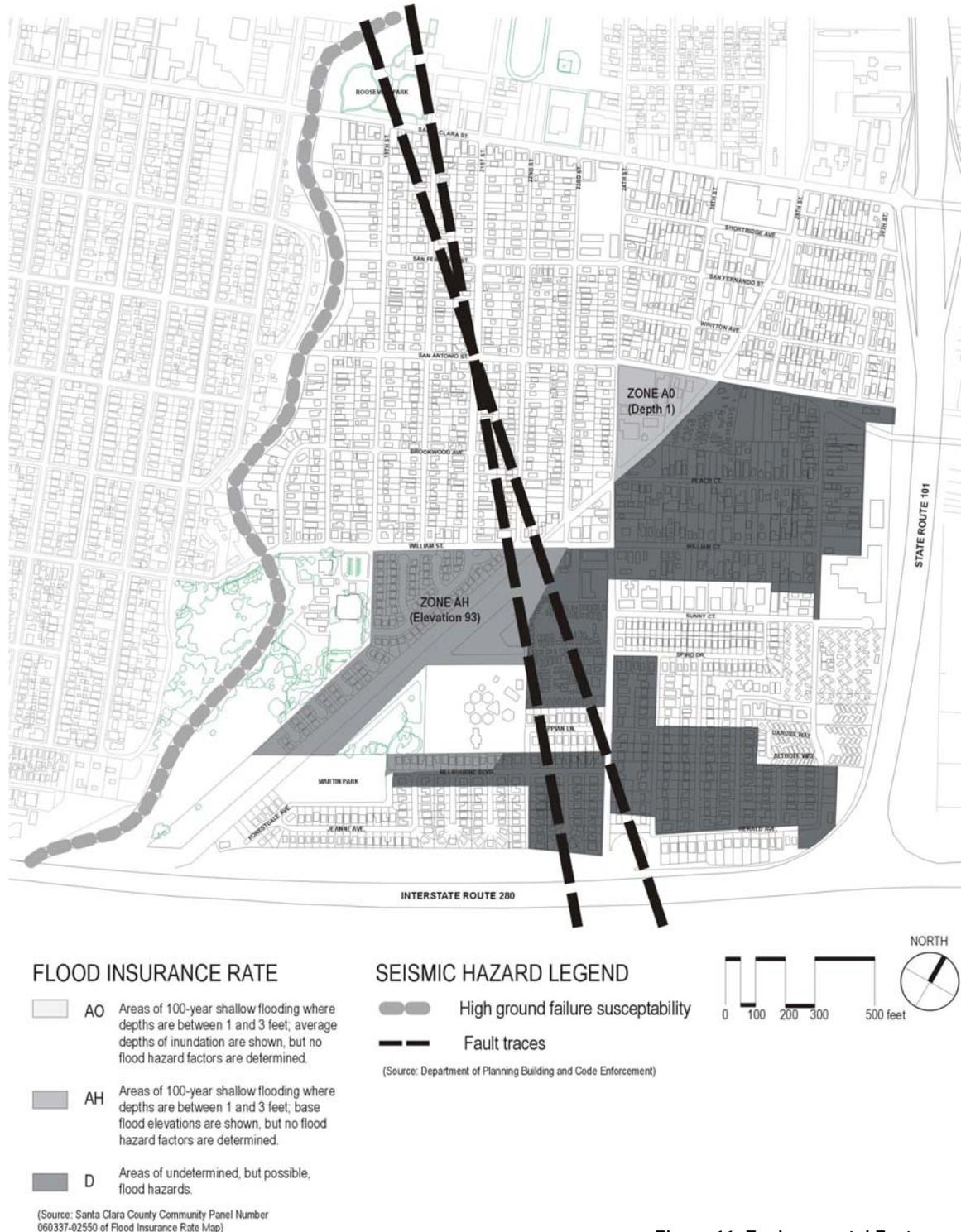


Figure 11. Environmental Factors

# TRANSPORTATION AND INFRASTRUCTURE

## Transportation Patterns

### Regional and Local Road Network

Both US-101 and I-280 border the project area, and provide significant access to destinations throughout the Bay Area and the rest of California (see Figure 12).

Major east-west roadways within the project area include East Santa Clara Street, East San Antonio Street, and William Street. The primary north-south roadway in the area is 24th Street, which becomes McLaughlin Avenue south of William Street. Access to US-101 north and south is provided at Julian Street and Santa Clara Street. Access to I-280 north (west) is provided at McLaughlin Avenue.

Overall, roadways in the project area do not experience substantial congestion. Traffic volumes along streets in the project area are well within the

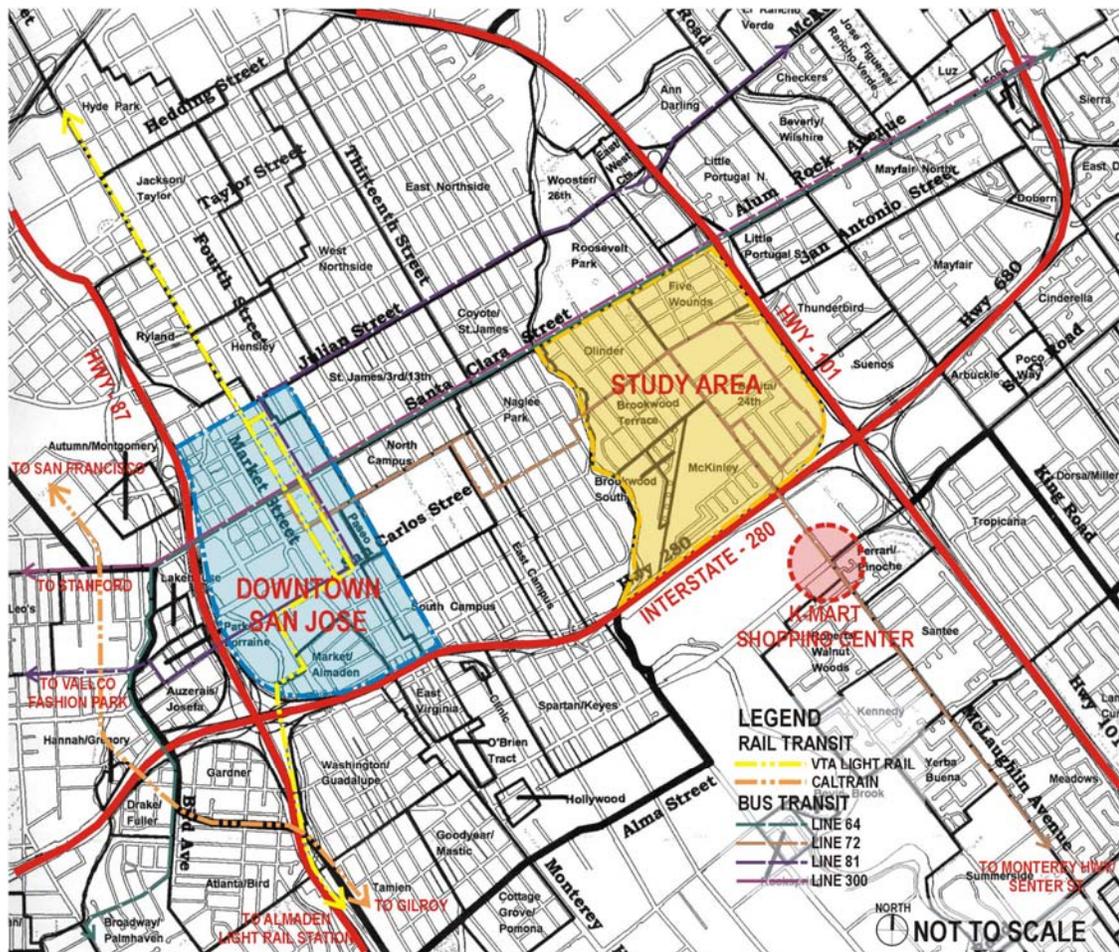
roadway capacities, and intersections generally operate at acceptable levels of service.

### Public Transit

*Regional rail transit* systems in the vicinity of the study area include CalTrain and Bay Area Rapid Transit (BART). The CalTrain system provides service along the Peninsula between Gilroy and San Francisco. BART provides service throughout Alameda and Contra Costa counties, into San Francisco.

Two *inter-county bus lines* provide service from downtown San José. The 180 Line provides service to the Fremont BART station, and operates daily from 4:30 a.m. to 12:30 a.m. The Highway 17 Express line provides service to Scotts Valley and Santa Cruz, and operates weekdays from 4:30 a.m. to 10 p.m.

*Local bus and light rail* service within the City of San José is provided by the Valley Transit Authority (VTA). The VTA light rail line covers approximately 21 linear miles and extends from the Santa Teresa station in the southeast corner of



Source: Neighborhood Boundaries Map (City of San José Planning Department)

Figure 12. Transportation Network

San José to the Old Ironsides station near the Great America theme park in Santa Clara. It is being extended to connect with the Mountain View Caltrain station. Three downtown stations along North 1st Street are closest to the project area, depending upon which bus line is taken. The light rail system operates 24 hours a day.

The project area is currently served by four local bus lines—81, 64, 300, and 72. In general, due to the proximity of the project area to downtown San José, and the number of bus lines that run through

the area, residents are well-served by public transit.

### Pedestrian and Bicycle Conditions

The study area has only one designated bicycle lane, newly installed along S. 21<sup>st</sup> Street between William Street and East Santa Clara Street. The general area west of US-101 within the project area is designated in the Santa Clara County Congestion Management Plan as a bicycle corridor, indicating that future bicycle facilities

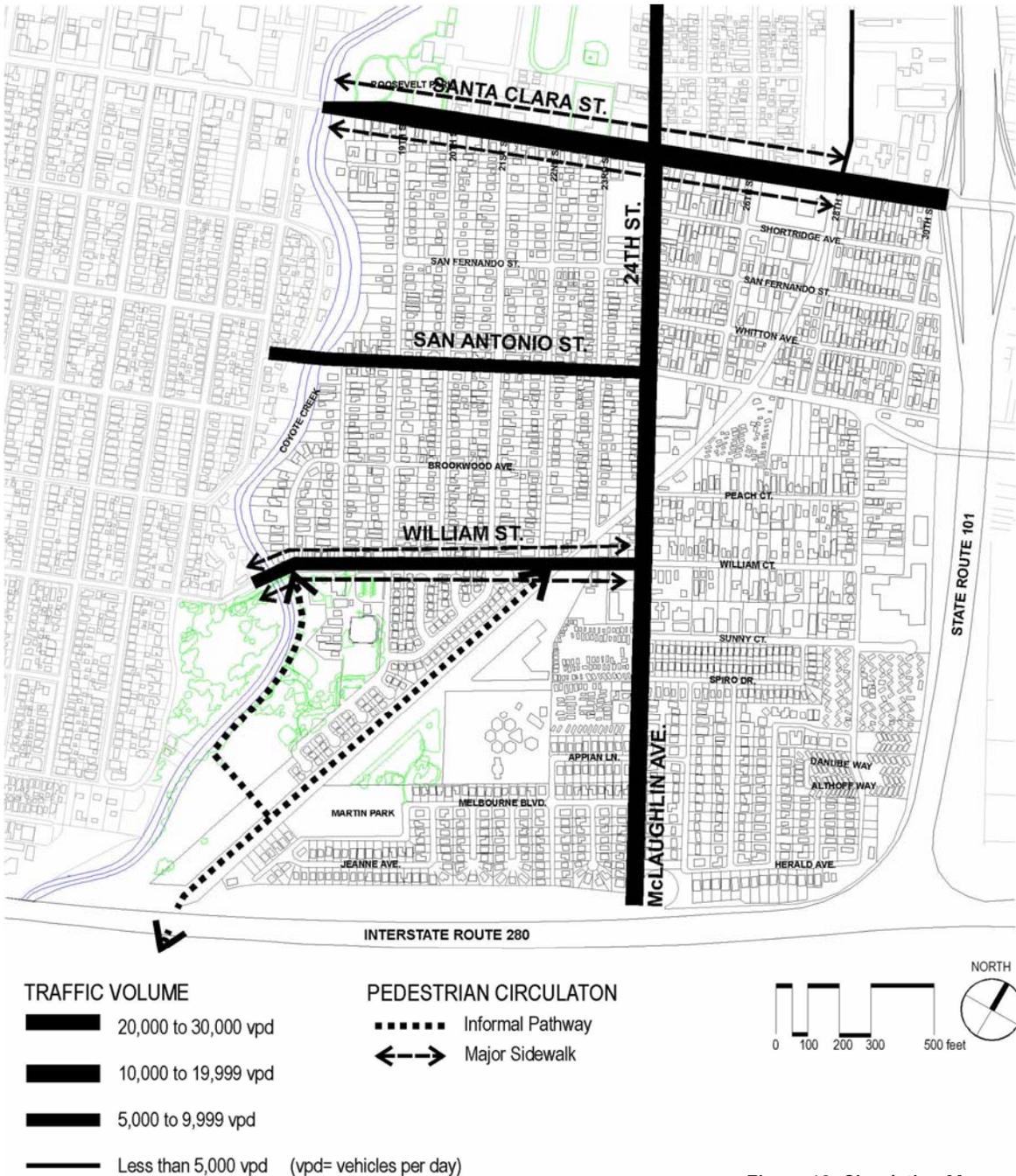


Figure 13. Circulation Map

may be developed. Despite a lack of facilities, a study recently conducted by the San José Public Works Department indicates that bicycle use within the project area is relatively high compared with other portions of the city.<sup>24</sup>

Several portions of the project area east of 24th Street/McLaughlin Avenue lack sidewalks, as a result of being under County jurisdiction well into the 1970s and 1980s. The lack of sidewalks on major streets could present a pedestrian hazard, especially along portions of McLaughlin Avenue south of William Street, where the roadway alignment narrows due to structures and trees within the right-of-way.

The railroad tracks traversing the area often serve as an “informal” pedestrian pathway and provide a shortcut from the southwest to the northeast. Residents also utilize the tracks as a means of accessing the K-Mart retail center south of I-280, in order to avoid walking along McLaughlin Avenue. See Figure 12 to view bus, bike and pedestrian routes within the Study Area.

### Other Transportation

Union Pacific Railroad tracks extend through the project site in a generally southwest-northeast direction. Offsite, the tracks extend north toward Fremont and south toward a Del Monte canning operation a short distance from the project area. Currently, trains operated by Del Monte utilize the tracks approximately once per day.

### Destination Nodes

*Shopping:* Commercial uses within the area are primarily concentrated along East Santa Clara Street. Two less significant commercial nodes are located along 24<sup>th</sup> Street/McLaughlin Avenue at both San Antonio and William Streets. The establishments located in these areas are convenience-oriented, and primarily cater to residents who live in the immediate area. As such, many of the trips to these commercial areas are conducted by walking or bicycling, even though they are not designed to accommodate these modes of transportation.

A large K-Mart retail plaza is located outside the study area, south of I-280, near the intersection of McLaughlin Avenue and Keyes Road. The K-Mart store provides a broader range of items than can be found at stores in the project area, including clothing, prescription medicines, and housewares. This shopping center may be out of walking distance for many residents in the northern portion of the site, although it is accessible via the 72 bus line. Some residents who live in the southern

portion of the study area walk to the K-Mart, but take a shopping cart to bring items back to their homes. Those residents with access to a vehicle are likely to drive to this shopping center because of lack of sidewalks along McLaughlin Avenue.

*Employment:* The project area contains some industrial facilities which provide employment to local residents. The California Cheese Factory located along Bonita Street employs a number of local women.<sup>25</sup>

Downtown San José also provides a nearby destination node, whether it be for a high-tech employee residing in the new Brookwood development or a newly arrived immigrant living in Bonita who performs janitorial duties at one of the high-rise office buildings. Bus service through the project area to downtown is relatively good during the day, but there is no service between 12 a.m. and 5 a.m., limiting the ability of individuals to work at night.

Other destinations are harder to determine. For example, a significant number of residents of the area are gardeners, whose employment destinations often change on a daily basis.<sup>26</sup>

### Travel to Work

During the 1990 census, far less people reported commuting by automobile than is generally reported in surrounding areas (see Figure 14). For example, less than 90% of residents in the study area commuted by car as compared to the 96% who did so countywide.<sup>27</sup> Carpooling was one form of alternative transportation people used. Other forms of commuting included:

Most individuals throughout the study area leave for work between 5 a.m. and 9 a.m. However, in some sub-areas, over 10 percent of workers leave between 12 a.m. and 5 a.m., a time period during which buses do not operate. In addition, between 10 and 25 percent of individuals in the area leave for work between 12 p.m. and 12 a.m.; depending upon the length of the shift, some of these individuals may be unable to return home by public transit due to the lack of nighttime bus service.

Figure 14. Percentage of Commuters Traveling via Alternative Means

Mode Choices	Study Area	Santa Clara County	Bay Area
<b>Bus</b>	3 – 14%	1%	5%
<b>Bicycle</b>	3%	<1%	<1%
<b>Walking</b>	6%	1%	2%

The City of San José's 2020 *General Plan* notes that primary employment centers are located in the northern portion of Santa Clara County, and that the provision of an adequate transportation system is a primary planning concern. Future transit facilities identified in the city's *General Plan* include new light rail facilities along Santa Clara Street, and there has been some recent discussion of providing a light rail or BART extension along the Union Pacific Railroad tracks in the long-term future.

## Infrastructure

The San José Department of Public Work's responsibilities include the planning, designing, and construction of capital improvement projects to support all public infrastructure, as well as the maintenance of the City's water, sewer, storm drainage, streets and transportation systems. This is a brief examination of the neighborhood's sanitary sewer, storm drainage and street lighting, as well as the idea of making the neighborhood an assessment district.

## Sewage Systems

The areas of concern pertaining to the maintenance of sewage systems include flooding, pollution, and overall strain on the sewage and storm water systems. Flooding in the sewer system could occur if the storm water channeling system were cross connected by mistake, or if during the event of an earthquake, storm water and sewer system piping that lies adjacent to each other underground was broken and storm water effluent poured into sewer piping. Concerns regarding pollution within the sanitary sewers include back-ups of the system by yard trimmings left uncollected, trash/food washing down the system from overfilled receptacles, and auto repair waste (oil-based products).

## Storm Drainage

The outfall from the storm drains in the study area ultimately empty into Coyote Creek. Most of the outfalls, which open into Coyote Creek north of I-280, have flap gates. These are one-way valves that allow water out but not in, thus, when the river is flooding, the water will not flow 'backward' through the drains and fill up streets and neighborhoods. Legally, nothing but uncontaminated rainwater is supposed to enter the storm drain system. In reality, a number of pollutants wash into the system such as contaminants from streets, rooftops, gardens, parks, and sidewalks.

## Street Lighting

Within the study area, low-pressure sodium (LPS) lamps are used. While LPS lighting does reduce light pollution, there are concerns over the use of LPS lamps for street lighting purposes. The color emitted by LPS lamps is similar to that of the caution lights at signalized intersections, causing concerns over driver safety.

Overall, the lighting in the neighborhood seems to be fairly adequate. Educating the residents on how to properly request streetlight repair services from the City of San José can solve the problem of burnt out bulbs. The majority of the remaining areas of concern can be improved by increasing the wattage of the light bulbs. In only a few areas will it be necessary to add additional streetlights to remedy concerns, such as along McLaughlin Avenue and on the south side of William Street.

## Assessment Districts

Assessment districts have been in common use since the early 1900s to finance local public improvements (streets, storm drains, water and sanitary sewer facilities, streetlights, landscaping, parks, parking facilities, etc.), as well as ongoing maintenance and operations of those systems. The program is similar to a mortgage which is paid off over long time period such as thirty years. The area under study has not been involved in the assessment district movement since the late 1960s and early 1970s; however, the study area has many needs that a capital improvement project could address.

---

<sup>1</sup> Unless noted otherwise, all demographic statistics are based on data collected during the 1990 Census.

<sup>2</sup> Poverty level is a census measure based on Federal cost of living thresholds. Thresholds are derived from a formula involving family size, number of children, and age of family householder. In 1989, this number was roughly \$ 10,000 for a family of three.

<sup>3</sup> Pg. 12, Community Development Digest, *Homeownership Rate Inches Up*, CD Publications. 3 Nov. 1998.

<sup>4</sup> These price estimates were obtained from conversations with local real estate agents: Bea Haddad (4-5, 1999), Adam Duffy (5-3, 1999) and Lloyd Forrest of Remax Realty; and Cathy McCarthy (4-28, 1999).

<sup>5</sup> ABAG (Association of Bay Area Governments) estimates

<sup>6</sup> ABAG (Association of Bay Area Governments) estimates

<sup>7</sup> A fuller analysis of the demographic data is available in the East of Coyote Creek Draft Report.

<sup>8</sup> *East Santa Clara Street Updated NBD Strategy* (The Redevelopment Agency of the City of San José, August 1995) 2.

<sup>9</sup> The Redevelopment Agency acquires its funding primarily from State of California tax money earmarked for the elimination of blighted areas as well as from the issuance of bonds. If a redevelopment project is successful, these bonds are

later paid off with revenue created by tax increment financing. With incoming property tax revenue generated from the project, the Redevelopment Agency can finance public improvements in the area. Because state law favors redevelopment projects, as development occurs all new property taxes go directly to the Redevelopment Agency to be used for future renovation and development.

<sup>10</sup> Department of Planning, Building and Code Enforcement, 1997, *Title 20 of the San José Municipal Code, Zoning Ordinances*, City of San José, California

<sup>11</sup> Most larger and some smaller, older cities in California are considered “charter” cities. This gives greater local discretion for establishing land-use processes to these cities. Therefore, they do not need to adhere to state law as closely as “general law” cities (non-chartered cities).

<sup>12</sup> Department of Planning, Building and Code Enforcement, 1994, *Focus on the future San José 2020, General Plan*, San José, California.

<sup>13</sup> Web Site of San José Unified School District, Hwww.sjUSD.k12.ca.usH, January 1999.

<sup>14</sup> WebSite of Franklin-McKinley School District, Hwww.fmsd.k12.ca.usH, January 1999.

<sup>15</sup> Web Site of the San José Department of Parks, Recreation & Neighborhood Services, Hwww.ci.san-josé.ca.usH/prns/index.htm, November 1999.

<sup>16</sup> Web Site of the San José Department of Parks, Recreation & Neighborhood Services, www.ci.san-jose.ca.us/prns/index.htm, November 1999.

<sup>17</sup> Web Site of the San José Department of Parks, Recreation & Neighborhood Services, www.ci.san-jose.ca.us/prns/index.htm, November 1999.

<sup>18</sup> *1990 Long-Range Land Utilization Report For The Coyote Creek Park Chain*, 45.

<sup>19</sup> A map created by the Federal Emergency Management Agency to determine hazard zones. See Hwww.fema.gov/MSD/hardcopy.htmH for further details on obtaining a copy.

<sup>20</sup> United States Department of Agriculture, Soil Conservation Service, *Soils of Santa Clara County*, California: Soil Conservation Service Personnel, June 1968.

<sup>21</sup> Department of Planning, Building and Code Enforcement, *Focus on the future San José, 2020 General Plan*, California, August 16, 1994.

<sup>22</sup> Romig Consulting Engineers, “Phase I, Environmental Site Assessment For Brookwood , Phase IV Property San José, California”, California: June 1997.

<sup>23</sup> Department of Planning, Building and Code Enforcement, *Focus on the future San José, 2020 General Plan*, California, August 16, 1994.

<sup>24</sup> Rusino Ortiz, City of San José Public Works Department, Transportation Division, November 3, 1998, personal communication.

<sup>25</sup> Philip Reynolds, neighborhood resident, personal communication, September 24, 1998

<sup>26</sup> David Ocampo, Community Coordinator, Olinder Community Center, personal communication, November 5, 1998.

<sup>27</sup> RIDES for Bay Area Commuters, Commute Profile 1998



---

# NEIGHBORHOOD ISSUES AND RECOMMENDATIONS

This section of the report presents an assessment of the existing conditions as well as recommendations for improving the quality of life in the neighborhoods. The information presented here was derived mainly from field research, interviews, government and statistical data, as well as from interaction with community members through various informal discussions and in a neighborhood-wide workshop held on April 17, 1999 (for more details on the workshop, please refer to the Neighborhood Workshop Evaluation in the Appendices section of this report).

The San José State University team developed plans based on the preliminary ideas discussed during the workshop. They are presented here as recommendations for improvement for each of the aspects addressed in the workshop: parks, commercial (shopping) areas, and housing. Recommendations are presented according to an estimated time frame for implementation, ranging from Short Term (0 to 2 years), Mid Term (2 to 5 years) to Long Term (5 years and beyond).

## PARKS

### Overall Assessment

The parklands and open space in the Collaborative Plan Study Area – Martin Park, East William Street Park and the Railroad Tracks – together provide a wide range of unique opportunities for the residents. Both Martin Park and East William Street Park offer different amenities, ranging from the natural experience of a free flowing creek, organized sports activities, to family and community gathering spaces. These two parks are adjacent to both the existing Olinder Community Center and the soon-to-be constructed McKinley Community Center. These community centers provide services and programs as well as focal points for neighborhood activities.

The railroad tracks form a different type of open space. The tracks that transverse the Collaborative Plan Study Area are as wide as 5-6 tracks in places. While it is illegal to walk along them, the tracks are frequently used by residents as an alternative pedestrian path through the neighborhood. Many people living in this neighborhood and beyond do not own cars. Because walking is their primary mode of transportation the tracks provide a path that is safer than competing with vehicular traffic along the streets. This is not a great danger since, at present, freight trains only travel the tracks one or two times per day. In the long-range future the potential exists for the tracks to connect with light rail and/or BART.

---

## Constraints

While a great deal of potential exists in each of these open spaces, a fair number of these assets are underutilized. The constraints in these areas are as follows:

*Accessibility and circulation:* Both East William Street Park and Martin Park are accessed largely through their respective elementary schools. There is little parking offered; thus many of the visitors who arrive by car park their vehicles on the street, often illegally. There are few paths in the parks that connect with the parking offered at the elementary schools. Other paths fail to link many areas within the parks. In addition, there is no trail along the creek. Consequently, many people make their own trails which often contribute to erosion and damage to plant life. When the McKinley Elementary School is closed, access to Martin Park is limited to a single footpath located at the rear of the park.

*Attractiveness and safety:* The difficult access and circulation described above impact the ease with which the area can be patrolled by police. Limited police patrols make it hard to monitor littering and gang activity, and also lend to a general perception of danger. Because police can only gain access to the park by foot or bike, these parks - Martin Park in particular - have become a haven for gangs. There are drug dealers, users, and other signs of gang activity, such as graffiti and drugs hidden in the trees for distribution. Other problems, such as vandalism, are not uncommon. One frequent occurrence is intentionally set fires in the plastic trash cans. As a result of these safe cleanliness issues, many families are reluctant to use the parks to their fullest extent.

*Usability:* While the parks have a fair amount of open space, there are few facilities available for organized sports. The baseball diamonds in East William Street Park are in a state of disrepair and seldom used. There are no such facilities in Martin Park. Available picnic tables are few and far between, and existing barbecue pits are unusable. The only existing public restrooms, at the Olinder Community Center, need to be upgraded. There are no formal soccer fields, and the turf in both East William Street Park and Martin Park do not encourage use.

Another concern residents voiced is the fear that further development will have negative impacts in terms of increased traffic and parking scarcity in the area. Because of this, many residents are anxious to develop the parks in such a way that

they serve neighborhood needs but do not attract regional users.

*Preservation/Restoration/Flood Control:* There is a great deal of interest among the residents that any development within the East William Street Park maintain and restore the natural state of the creek. The riparian corridor is vitally important to the health of the creek, and any trail development needs to be carefully designed within the context of a riparian zone master plan for the area.

Flood control is also a concern for residents. The most far-reaching consideration is how to manage flood control issues on a regional scale to preserve the neighborhood. While flood control measures have been completed in areas farther upstream, these measures have been taken at the expense of downstream communities which are now at a greater risk due to the resulting increase in water flow during storm events. To date, no compensatory or countervailing measures have been taken in the immediate vicinity to address this problem.

Accordingly, all park and open space development should, at the very least, take into consideration the need to preserve surface permeability. Residents active in neighborhood organizations are aware that fully one third of the region is in threat of flooding should the creek overflow its banks. To mitigate this dangerous situation, proposals for development in open spaces should first consider lowering the elevation of parklands to create temporary water storage facilities that can accommodate bank overflow events. Individually, this type of mitigation would only make small differences. However, cumulatively they could make significant local neighborhood impacts for a major 100-year storm and an even greater impact for a 10-year or 20-year storm event.

*Vegetation:* Lack of vegetation and vegetation management are concerns throughout the neighborhood, and the open spaces are no exception. Maintaining the native vegetation along the creek in such a way that benefits the wildlife, while addressing safety concerns, is a priority for residents. Along the railroad tracks, graffiti, litter, and overall visual unattractiveness is magnified by the lack of landscaping especially along the sound wall surrounding the newer Brookwood Homes.

*Railroad tracks:* The railroad tracks running through the Collaborative Neighborhoods Study Area present a challenge for residents. Overall, the major impact of these tracks seems to be negative. For example, the tracks create a physical division between the newer Brookwood homes and the

older Jeanne Avenue apartments. This division pervades the entire railroad corridor creating a social as well as physical boundary that deters equal access to neighborhood amenities. For example, East William Street Park and the Olinder Community Center are segregated from Martin Park and the McKinley Community Center as a result of the railroad tracks. Consequently, amenities are more readily accessible to residents on their respective side of the tracks, creating competition for limited resources and duplication of services within a very small area.

Another negative impact of the railroad corridor, as it exists, is that it is often used for illegal garbage dumping, including large furniture items. The tracks also serve as a conduit for drug and gang activity from south of Interstate 280 into the Collaborative Plan Study Area.

**Opportunities**

This area is rich in available physical resources such as the land along the railroad tracks, in both the developed and undeveloped sections of East William Street and Martin Parks, and the existing Olinder Community Center. In addition, financial

resources are being focused in the area via funds to refurbish the Olinder Community Center, to create the McKinley Community Center, and to conduct a design process for the East William Street Park development.

Finally, this area is fortunate to have a committed group of active citizens interested in facilitating the development of the open spaces in appropriate and sensitive manners.

**Recommendations for Parks**

**Overall Goals**

The following represent the underlying principles of the subsequent objectives and plans for Martin Park, East William Street Park and the Railroad Tracks:

- Create clean, safe, and attractive recreational areas for local residents
- Deter inappropriate use of the areas by gangs and drug dealers
- Encourage interaction between residents and open space resources
- Enhance the safe use of the tracks as an

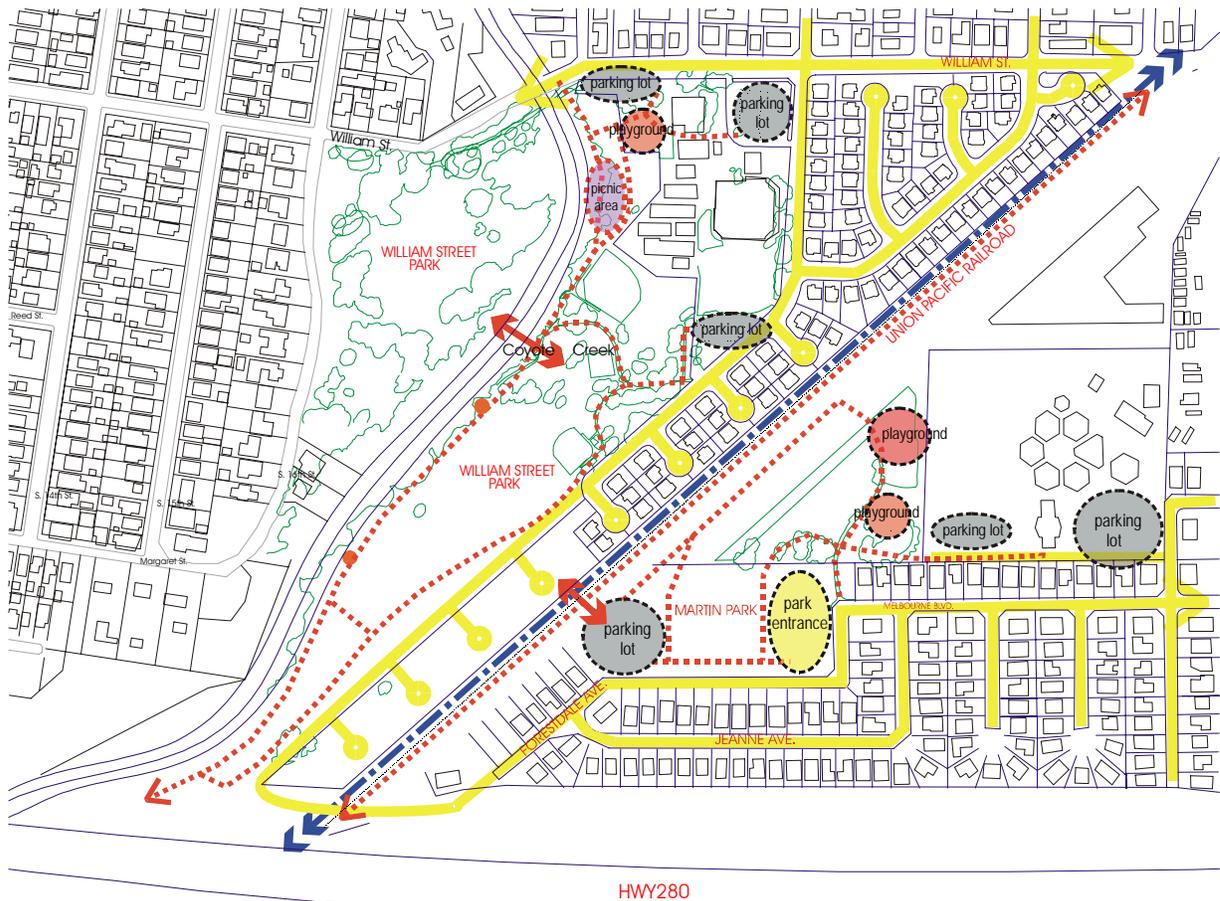


Figure 15. Park Circulation

alternative walking path

- Make the creek a friendly and warm place to spend time
- Preserve an intimate, neighborhood feel in the open space areas
- Improve overall circulation within and between open spaces (see Figure 15 for proposed pathways)

Specific recommendations regarding Martin Park, East William Street Park, and the Railroad Tracks are described below. An overall conceptual plan for all three open spaces which includes short-term, mid-range and long-term plans is shown in Figure 16.

While these goals will not be accomplished overnight, the opportunity exists for residents to partner with the City of San José to steer the development of these areas in a manner that truly reflects the wants and needs of their diverse community.

The Neighborhood Workshop, and hence this report, focused on only the east side of William Street Park (East William Street Park). However, any development of these areas should necessarily consider impacts on the west side of William Street Park (West William Street Park), which is

located in the Naglee Park neighborhood, as well.

### Martin Park

Martin Park represents an open space resource in a highly concentrated residential neighborhood. Because the open space of Martin Park is a very rare resource in this type of urban neighborhood, it should be utilized to its full potential. Due to its location and small size, it is most appropriate for use as a neighborhood park. Basic steps must be taken to improve the park's current condition, including dealing with illegal dumping issues, as well as opening up the undeveloped portion which is currently fenced in and overtaken with weeds.

In the developed portion of the park, the space contains a few trees and large grassy fields. This section is located adjacent to the McKinley School which has received a \$900,000 grant to build a portable community center in the near future. This may assist with shaping an identity for Martin Park and initiating further development and improvements.

#### Short Term Recommendations:

The first recommended action is to connect the undeveloped and developed portions of the park. The easiest means of creating this connection is to



Figure 16. Park Conceptual Plan

remove the fence that separates the two areas. Turf could be added to the open spaces, especially in the undeveloped area, to create additional sports fields.

One inexpensive way to begin improvements would be to conduct neighborhood clean-up events. This type of event not only contributes to the beautification efforts, but also encourages neighbors to become acquainted. Ideally, residents would achieve a sense of ownership and take pride in and responsibility for the park's on-going development.

Another short-term improvement would be providing additional garbage cans in the park to help deter littering. Metal or stone trash receptacles are recommended rather than plastic, as the plastic cans seem to invite intentional fires.

Trees, shrubs, and additional vegetation buffers planted next to the railroad tracks, and along Forestdale Avenue and Melbourne Boulevard, would create an attractive natural boundary for the

Finally, use of Martin Park should be coordinated through the new McKinley Community Center. In the future, the community center may have the opportunity to use Martin Park for many of its outdoor activities. Developing the vacant lot in a way that interacts directly with the community center may keep both parcels active during the day and into the evening, potentially deterring gang activity.

*Mid - Term Recommendations:*

Circulation could easily be improved within the park by either augmenting existing paths, which are pavement, or by introducing paths made of another material such as packed gravel or clay.

It is suggested that new access points to the park be added on Melbourne and Forestdale to provide pedestrians with safer access to the park. In particular, access from Melbourne Boulevard is an ideal area for creating a gateway into Martin Park with pillars, vegetation, and a park sign (see Figure 17).

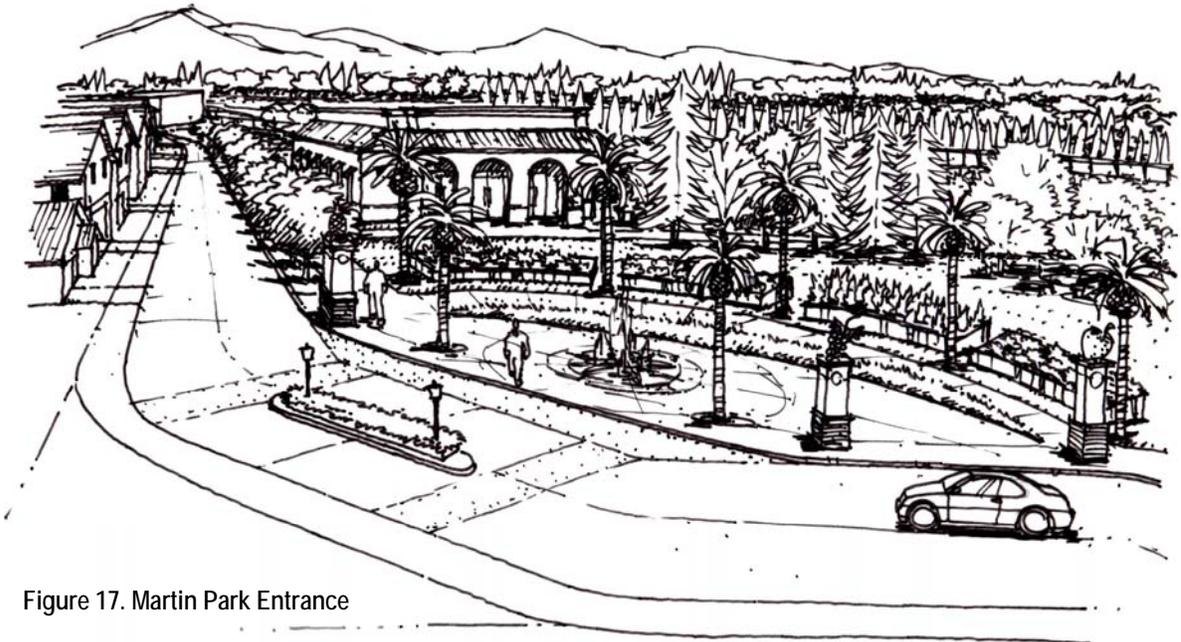


Figure 17. Martin Park Entrance

park. However, care should be taken in the selection and maintenance of the vegetation, as some types of vegetation add to safety concerns.

A visible police presence, by foot, bicycle, or horseback, would improve safety in the park especially after dusk when gang activity occurs. However, in addition to the increased police patrols, the neighborhood may wish to explore the possibility of implementing a neighborhood/park watch and posting signage stating the park's hours.

A community garden to grow native plants, flowers, and/or vegetables could also be completed in a 2-5 year time frame. Again, the future community center or McKinley School could use this garden for extracurricular and educational purposes. Children, senior citizens, families and other residents would be able to sign up for a lot in the garden.

Other designated uses include sports. Soccer is very popular in the Collaborative Neighborhoods Study Area. A formal, full sized soccer field as

well as a smaller, children's soccer field with wood or metal spectator stands nearby are recommended. Again, the community center is an appropriate coordinator for leagues and games.

New picnic tables and barbecue clusters would serve as inviting amenities to the remaining open space, particularly around the garden.

Finally, a water element may be an interesting addition to Martin Park. Plaza Park, located in Downtown San José, has an excellent example of a well-liked water element. Children are permitted to play in a fountain, and it is an enormously popular gathering spot. It is suggested that this water element be placed near the entrance to the park so that it serves as an additional gateway feature.

#### *Long Term Recommendations:*

Martin Park needs to offer improved recreational opportunities for children, adults, and senior citizens alike. A sports complex could be built within the park, again working in conjunction with the Community Center. Suggested sport components include: a pool, indoor basketball hoops, exercise equipment, pool tables, ping-pong tables, a gymnastics tumbling area/equipment, a kick-boxing ring, public telephones, and restroom facilities.

A small parking lot is needed for additional traffic located either adjacent to the community center parking lot or off of Melbourne Boulevard. A vehicle turnout along Forestdale, such as a pick-up/drop-off spot for visitors, would improve the circulation within the park and assist in lowering traffic congestion along Forestdale. Several stop signs, speed limit signs, or undulations in the street on Melbourne and Forestdale would slow traffic and improve safety for pedestrians traveling to and from the park.

Restroom facilities available to park users during open hours and bright lighting in the park are important elements to encourage family usage throughout the day and evening. While lighting is controversial, because it may encourage noisy visitors after hours, it can also serve as a deterrent to unwanted activity by providing police with an additional surveillance advantage.

### **East William Street Park**

East William Street Park is slated for expansion in the near future. In many ways, the park is already functional - it has plenty of large open spaces, turf, and various amenities. Nevertheless, many neighbors of East William Street Park perceive it

as unusable, dirty, unattractive, and dangerous. Consequently, the goal of the East William Street Park Expansion Project is to increase the park's utility while enhancing its natural resources and intimate neighborhood feeling.

To accomplish this goal and establish the park as a focus for the community, it is vital to address the issues of safety, friendliness, accessibility, circulation within the park, appropriate and consistent maintenance procedures, and preservation and enhancement of the park's natural resources, specifically Coyote Creek.

#### *Short Term Recommendations:*

While police records have not been specifically reviewed for this report, it is a widely-held perception by local residents that the creek is a place where illicit activities, specifically drug use and sales, are prevalent. Therefore, the first order of priority is to improve the actual and perceived safety in and around East William Street Park through collaborative efforts between the Department of Parks, Recreation, Neighborhood Services (PRNS) and the San José Police Department. Augmentation of existing patrol programs in the park, particularly in the creek corridor, will decrease any actual illicit activities and further reduce homeless encampments that neighbors feel detract from the overall appeal and safety.

As in Martin Park, additional police presence alone will not alter the perception among many residents that the park is an eyesore in the neighborhood. A vital supplementary requirement is enforcement of existing park and City of San José ordinances in conjunction with issuance of citations for illegal camping, littering, possession of alcohol, and the improper use of the park – including unauthorized sport activities. Park hours (from dusk to dawn) should be posted and enforced.

It is recommended that a specialist be contracted by the City of San José to evaluate the habitat value of the creek corridor, including plant and animal species and to draft a riparian zone master plan for the area. An important component of such a plan is a vegetation management program which would lead to dramatic improvements in safety and attractiveness. A professional City of San José gardener could ensure that the vegetation in and around the paths in the creek corridor are well maintained. At the southern portion of the park, along Interstate 280, a tree planting program compatible with riparian habitat values is

recommended in order to reduce noise pollution and the unsightliness of that major freeway.

Other enhancements that would improve the park include:

- Additional metal or stone trash cans to help prevent litter. (Implicit in this proposal is the need for the San José Unified School District and the City of San José Parks Department to work cooperatively so that plastic garbage cans that are the property of the school district are kept out of the park.)
- New benches, picnic tables, and upgraded barbecue pits in the northwest section adjacent to the creek
- Increase visibility and accessibility around existing area and any new paths to improve safety.
- Create programs for people to get involved with creek restoration.
- Clean the creek and its surroundings to strengthen its overall attractiveness. A perceived level of maintenance has proven to be an important contributor to people's sense of safety around streams and creeks.

Another step is to establish a community board comprised of members of each neighborhood group and the PRNS to coordinate community plans, area events, and mobilize participation.

*Mid - Term Recommendations:*

A significant medium-range proposal is to implement an internal trail system along the Coyote Creek riparian corridor and throughout the undeveloped portion of the East William Street

Park. Safe trails may be an ideal way to promote the perception of a safer, cleaner, and friendlier creek. The proposed trail system would run alongside of the riparian corridor from William Street to Interstate 280 with a looping trail that winds throughout the currently undeveloped portion of the park. (See above Park Circulation Diagram). Some benefits of a formal trail include: 1) the likelihood that it will prevent the formation of informal trails that extend to points of interest;<sup>1</sup> 2) ease of dispatching patrols in the area; 3) controlling visitor access and use; and 4) better opportunities to view and interact with the creek itself. By developing a formal trail, the creek will become cleaner, safer, and ultimately a more enjoyable place to spend time.

In considering a trail system adjacent to the creek, it must be understood that trail construction and recreational use in riparian corridors can be detrimental to habitat value and wildlife. Nevertheless, well designed, appropriately placed, and properly maintained trails can benefit both park users and the plant and animal species that live in the riparian corridor. The following principles should guide the implementation of a trail system along Coyote Creek and throughout the park:

- Inventory and evaluate the existing condition of the riparian corridor and develop a strategy for protecting sensitive habitat.
- Trail design and placement must account for and seek to balance conservation issues, impact avoidance on sensitive areas, and the need for high recreational value in an urban area. The following are suggestions to balance



Figure 18. Outlook Deck

those needs:

- Place main trails outside of the flood prone area (the flood plain).
- Route trails through non-native vegetation wherever possible to avoid impacting native habitat. Consider that poison oak effectively discourages unauthorized use in sensitive areas of the riparian zone.
- Do not add special surfacing to trails. Avoid construction of fencing within flood zones that may limit the movement of wildlife and create a flood control hazard.
- Set-back any trail at least 50 feet from the edge of the top of the bank.
- Do not place lighting on trails located within the riparian corridor.
- Limit trail construction to one side of the creek, preferably the east side.
- Construct spur trails off the main trail to give users the opportunity to view and interact with the creek. While limited lighting and avoidance of the top of bank are critical guidelines, spur trails can take users through particularly beautiful areas (that do not impact sensitive habitat). These could be enhanced by some lighting or connections to lookout points that may go into the creek itself permitting direct access to the water if feasible. This type of construction has become very popular in downtown areas of major cities throughout the country and along the west coast, including Ashland, Berkeley, Oakland, and San Luis Obispo.
- Place interpretive signage along the corridor for educational purposes and to promote the trail itself.
- Place benches along paths for people to rest, talk, and enjoy the open air and creek.
- Incorporate additional spur paths to connect the picnic area, creek, and baseball field with the parking lot in front of the Olinder School and to increase circulation within the park.
- The trail must be used for passive recreational purposes only in order to maintain the integrity of the riparian corridor.
- All trail construction should reflect the American with Disabilities Act (ADA) requirements.

Studies have shown that the flow of water, the sound of water, natural vegetation, wildlife,

accessibility, and an arched bridge are considered beautiful elements of urban creeks.<sup>2</sup> The goal of any changes to the Coyote Creek vicinity should be to draw more people into the immediate area, making the creek a more central and celebrated focus of the park.

As shown in Figure 18, this could be done via the construction of an outlook deck with educational information displayed that brings people closer to the creek.

Park stewardship activities are also encouraged to help maintain the integrity of park cleanliness, usability, and environmental values. Stewardship is an excellent way for community members to become actively involved and to build neighborhood pride while learning about and exploring nature. Students and neighbors can become stewards of the park through trash clean-ups and other hands-on restoration projects, such as invasive plant eradication and native planting events. Ideally, community support will give birth to a 'Friends of Coyote Creek' or 'Friends of William Street Park' organization that raises and solicits funds from local and federal agencies to help maintain the open space. Active community support will renew the park, Coyote Creek, and the trail system safeguarding the area to be enjoyed by all of the residents for years to come. However, this notion can only be implemented with the help of the Olinder Community Center and with active support from nearby residents.

An essential aspect of the Park Expansion Project is to maintain a balance between new park development and the perceived threat of attracting users from outside of the area, creating a situation that is bothersome and sometimes dangerous for residents. For example, Olinder Neighborhood residents have observed people from outside of the area driving too fast down local roads and parking in front of their houses, sometimes illegally. One resolution is that during after school hours and on weekends, parking should be encouraged in the ample lot that is in front of the Olinder School. Other elements include adding signage, enforcing parking regulations in no parking zones, and adding speed bumps to arterial streets, specifically Woodborough Drive, which is expected to be traveled heavily by park users in the future.

Another medium range proposal is the installation of two tennis courts next to Woodborough Drive. Residents recommend that the courts be installed as far away from the creek as possible and that the court surfaces be constructed of a permeable

material such as clay or grass for the purpose of promoting sound flood control principles.

Existing baseball fields behind the Olinder School could be consolidated, made smaller and have new grass and bleachers installed along the first base line. Clearly, the upgraded field would require ongoing maintenance by a City of San José gardener to ensure that it remains both safe and functional.

Users of East William Street Park have consistently complained that the bathrooms at Olinder Community Center are inadequate because they are unpleasant and usually locked. Thus, new public bathrooms next to the baseball field are advisable. See Figure 19 for a view of these recommendations.

Neighborhood residents also feel strongly that most of the East William Street Park Expansion Project should involve as little development as possible while still achieving the goal of attracting

The Center must become a focal point for the residents and this can only be accomplished with funding from the City of San José. Additional funding will enable renovation and improve the Olinder Community Center's visibility as an active force in the Collaborative Neighborhoods Study Area. Additional staff on duty during after school hours and on weekends could provide needed organized activities that prevent youth violence as well as provide oversight of park use.

*Long Term Recommendations:*

To further increase circulation and add to the charm of the park, the addition of a wooden footbridge is recommended across Coyote Creek, south of William Street. Studies show that pedestrian bridges over creeks and streams draw people into an area and encourage observation. It is anticipated that a bridge will also help unite the now physically separated east and west sides of William Street Park.

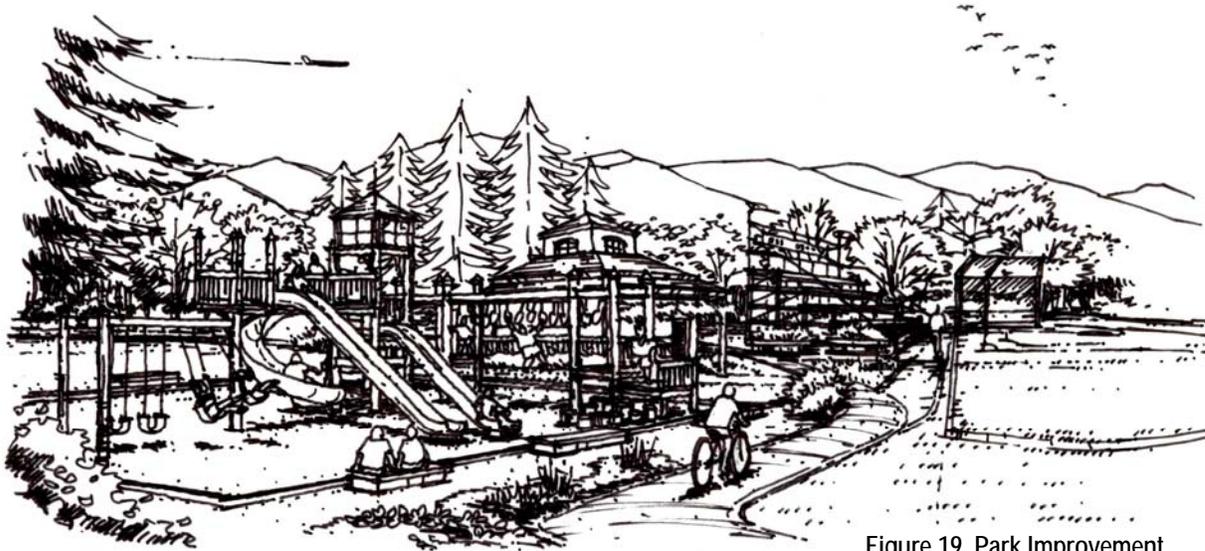


Figure 19. Park Improvement

more local users. To meet this goal, the undeveloped southern portion of the park should remain an open grass field. Within the span of five years, a small orchard – representing the historical significance of this site which was previously an orchard - could be restored and would make an attractive and unusual addition to the park.

Finally, it is unlikely that any of these proposals will meet with success without the aid of the Olinder Community Center. This facility has potential as an excellent resource because of its strategic proximity to the Brookwood Terrace, Bonita, McKinley and Naglee Neighborhoods.

The possibility of linking foot trails in William Street Park with the Coyote Creek Park Chain south of Interstate 280 would open up many more acres of recreational land for neighborhood residents. However, before connecting with a regional park chain, residents would likely request a study identifying impacts on the usage of both sides of William Street Park that may detract from the peaceful, natural beauty, and neighborhood feeling of the park that are important to residents.

Finally, connecting Martin Park with East William Street Park (located directly across the railroad tracks from one another) should be a long-term goal. This could be accomplished via a fly-over

pedestrian bridge or other type of walk-through pedestrian access (see Figure 20 for a sketch.). This connection has been controversial in the past, but is also an important consideration that would make a wide array of recreational facilities available to residents on both sides of the railroad tracks.

## Railroad Tracks

As noted previously, the railroad tracks serve as a popular informal pedestrian pathway, (and play space for youth), especially in the area between the McKinley and Brookwood Terrace neighborhoods. The tracks are infrequently used for their formal purpose yet a great deal of existing open space is

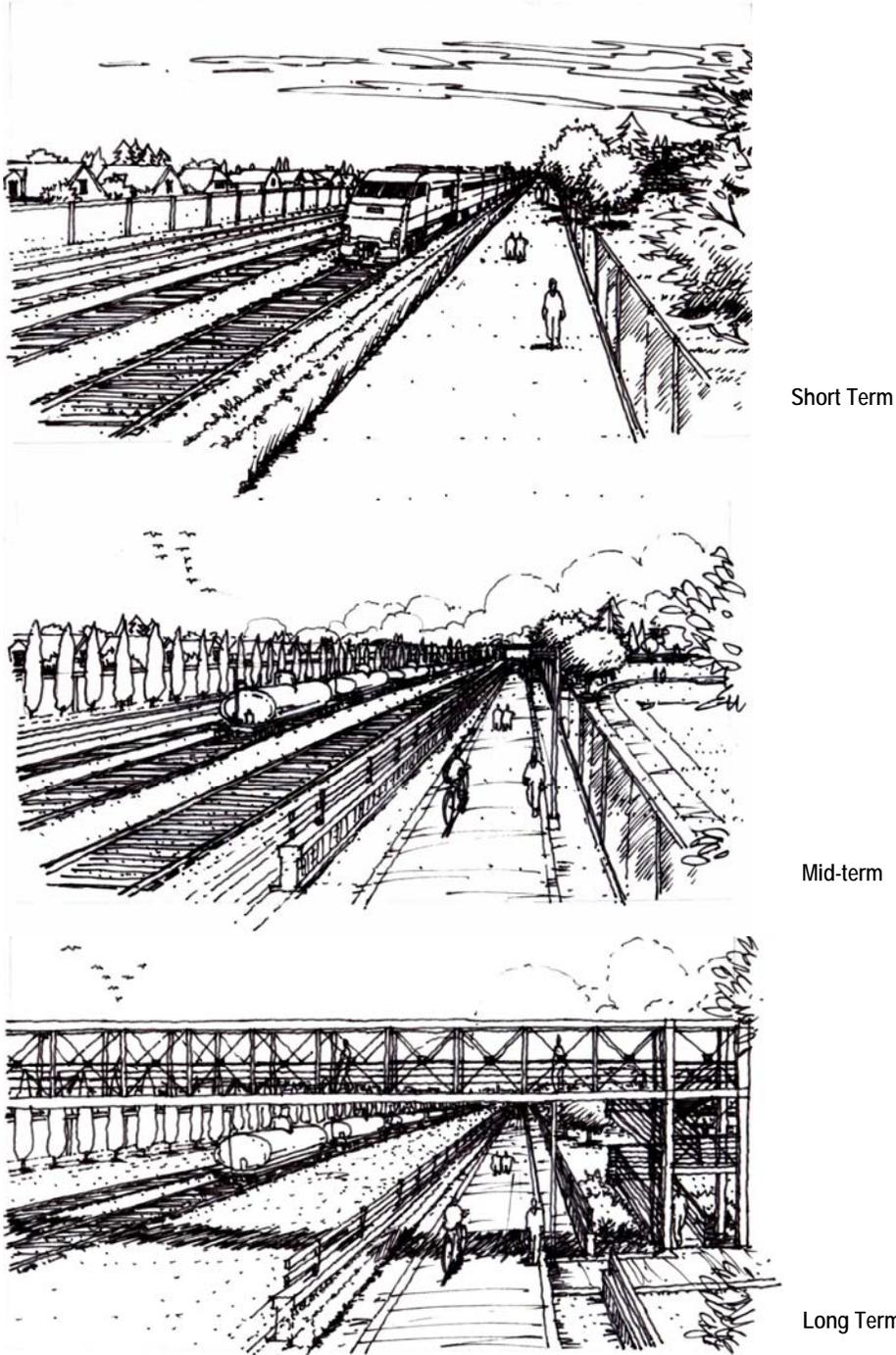


Figure 20. Railroad Tracks Implementation Phases

lost in the neighborhood due to their existence. The following objectives seek to remedy this situation without infringing upon the current and potential future uses of the tracks.

*Short Term Recommendations:*

In the immediate future the following steps can be taken:

- Remove trash from the tracks
- Plant vegetation along the sound wall to discourage graffiti
- Work with police to curb gang access
- Increase Police patrols via bicycles and horses along this corridor
- Conduct quarterly Clean up events

These steps can be accomplished through a collaborative effort by the neighborhood and the City of San José. One step could be for the neighborhood association to acquire funds for vegetation along the tracks and sound wall. For this, residents can seek support from agencies which promote tree planting such as California ReLeaf. Another option is to persuade the Brookwood Homes developer to contribute some funds for the purchase of vegetation, if the neighborhood agrees to do the planting and/or maintenance.

*Mid - Term Recommendations:*

Mid term objectives involve cooperation between the City of San José , the railroad, and the neighborhood. These objectives include:

- Formalize the proposed path by adding benches, landscaping features, and creating a barrier between the path and the railroad.
- Increase lighting along the pathway
- Install immovable garbage cans to deter littering

Some options for path construction include a paved surface or packed gravel. The benefit of a paved surface is that the path can be utilized by a number of different groups that may not be able to effectively use a gravel path – mothers with strollers, rollerbladers, bicyclists, people with mobility difficulties and perhaps even emergency vehicles. While packed gravel path will limit the types of activities that can occur near the tracks, it will be cost effective.

Planting or constructing a barrier between the path and the tracks separates the two functional elements and addresses concerns regarding public safety by directing foot traffic away from the railroad tracks. Lighting would also increase

safety by illuminating this particularly dark area at night, deterring gang activity. In addition, both extra lighting and the installation of garbage cans along the path would discourage illegal dumping.

*Long Term Recommendations:*

The long-term objectives focus on the possibility that a BART connector will be established on the existing railroad tracks. The benefits of a BART connector include more traffic on the path and therefore potentially greater attention from the City of San José and the railroad company regarding the safety of the path. Residents of the entire area will need to work together to ensure that their concerns about a connector are incorporated into the City of San José's planning process. For example, upgrading the future pedestrian path to concrete may be an important objective to the community.

If the BART connection is established through this neighborhood, the residents should make every effort to let BART and the City of San José know what they want in exchange, such as a station in the neighborhood, perhaps where the tracks meet William Street. Figure 20 presents suggested means of incorporating a pathway, vegetation and pedestrian bridge over the railroad tracks.

## COMMERCIAL (SHOPPING) AREAS

### Overall Assessment

The study area currently benefits from a wide range of commercial businesses, and there is tremendous potential for providing additional services to meet the residents' shopping needs. There are three significant commercial areas: the East Santa Clara Street commercial strip; the node at 24<sup>th</sup> /McLaughlin and William Streets; and a smaller node at 24<sup>th</sup> and San Antonio. The commercial properties in the Collaborative Neighborhoods Study Area generally have a high occupancy rate. A May 1999 survey of the three commercial areas found only five vacant storefronts among the nearly 70 business sites. Most businesses, particularly grocery stores and restaurants, appear to be very busy throughout the day. With the exception of hair/nail salons, there is very little duplication among the other stores. Businesses in the neighborhood range from those providing basic services to all residents (e.g., video stores, photography shops, travel agents, etc.) to those catering to specific ethnic groups (e.g., food markets, social clubs etc.) In short, from airplane tickets to party supplies to furniture and photographs, the existing commercial areas have a lot to offer their customers.

However, despite a solid commercial base, there is evidence that not all residents of the neighborhood are being served to the fullest extent possible. Some services are limited, others are inadequate to meet the demand, and some are just simply missing from the Collaborative Plan Study Area. In addition, an influx of new residents with diverse ethnic and socio-economic backgrounds and tastes presents an opportunity for neighborhood businesses to serve an expanding market. Following is a list of constraints and opportunities in this area, based on concerns shared by residents during the April 17<sup>th</sup> workshop, as well as research in the area.

### Constraints

*Leakage of potential business income:* Business income is an important source of revenue for the City, especially in areas such as the Collaborative Plan Study Area. The funds generated could be reinvested in infrastructure improvements (e.g. street and sidewalk repair, lighting, and parks) and City services (e.g. street cleaning, tree pruning etc.) to improve neighborhood conditions. Based on discussions at the community workshop, it appears that there may be a sizeable amount of potential business income being spent outside the Collaborative Neighborhoods Study Area. It should be noted that workshop participants stressed a desire to support businesses in the neighborhood. However, the following issues describe the main reasons some residents do their shopping in other areas.

*Gaps in market:* Despite the wide variety of existing businesses, residents identified gaps in available products and services which cause them to travel outside the neighborhood to spend their money. The specific businesses that are lacking include bookstores, coffee shops, produce markets, clothing stores and a gas station.

One important service that is extremely limited in the neighborhood is banking. Residents noted that there is only one existing bank in the Collaborative Neighborhoods Study Area and very few stores that support ATM purchases or provide ATM machines.

Another gap in service is inadequate postal service in the study area. We are told that the neighborhood contains an insufficient number of curbside postal collection boxes at a location close to homes or shopping. For example, the closest box to 18<sup>th</sup> and William Streets is at the intersection of 22<sup>nd</sup> and East Santa Clara Streets. Furthermore, the designated full-service post office for the neighborhood is located at 70 South Jackson Street. This office, located outside of the study area boundaries, is too small and over-utilized to adequately meet the demands for service by residents. Frequently, the result is long lines and frustrated customers.

In addition to missing businesses and services, another gap is in service hours. Many residents work alternative shifts and would like to see some businesses open 24 hours, such as a mini-mart or grocery store.

Finally, many residents would like a central gathering place in which they can enjoy the neighborhood, people watch, and informally meet their neighbors.

*Barriers that prevent potential customers from entering or making a purchase:* During the community workshop, several English-speaking residents told us that they shop outside of the neighborhood for many of the basic essentials such as groceries. These residents indicated that they have been hesitant to enter the existing stores because they are unable to determine the types of products being offered, due to their inability to understand the Spanish and Vietnamese signs. These residents also commented that they occasionally feel a bit intimidated once inside a local store because of unfamiliarity with the specific ethnic products being offered.

Aside from language and cultural differences, there are other conditions which cause people to shop elsewhere. Some residents described the inside of certain stores as somewhat unsanitary. The residents were concerned about whether stores possessed adequate refrigeration for perishables such as meat and dairy products. They also expressed concern about conditions, such as dust on the shelves, which they were not accustomed to finding in larger chain stores.

Other residents, particularly those who walk to the stores at 24<sup>th</sup>/William with their small children, told us they feel intimidated by drunk people hanging out in front of the stores in this area.

*Unattractive streetscape and design:* Much of the commercial development in the Collaborative Neighborhoods Study Area suffers from a lack of streetscape amenities and/or poor site design. In general, the commercial areas are of low aesthetic quality, and do not invite patrons to stroll outside and window shop. Lack of landscaping is one piece of the problem. For example, at the 24th/William Streets commercial node, landscaping in the parking lot consists of some immature palm trees in the midst of a sea of concrete. There are no landscaped islands along the sidewalk or within the parking area. The result is essentially a continuous paved surface, stretching from the street to the storefront. In addition to being visually unattractive, the lack of landscaping tends to increase the temperature of the commercial center on hot days, and increases the glare coming from vehicles in the parking area.

In addition to problems such as litter, graffiti and lack of vegetation which are noticeable throughout the commercial areas, storefront facades also play a big role in how the area is perceived.

*Façades and signs need improvement and more consistency:* One major problem with most current storefront facades is the signage. There is no consistency of design or a unifying concept. This is particularly noticeable at the commercial node at 24th/William Streets. The main sign for the Grewal Center is deteriorating and unattractive. Each individual store within the center has its own signage, none of which are of high visual quality. The supermarket has several signs of various sizes representing different names, and its window front is filled with small signs, imparting a chaotic impression of the storefront. Next door at the smaller shopping building, consistent signage design is also lacking. As mentioned above, on the street-side of the smaller building (facing William Street), some of the stores have hung large banners as signs.

*Businesses at the node are not street oriented:* In particular, the building along the southwest side of William Street at 24th is not street-oriented. Although this building was constructed less than five years ago, the structure was designed so that the storefronts face inward toward a parking lot. The street side of the building, adjacent to the sidewalk, is essentially a blank wall. This design does not promote pedestrian shopping, as there are

no windows facing the sidewalk to draw people into the business. The only signage on the street side of the building consists of large banners hung from the roof.

This building design is intended for the convenience of automobile users, but is not inviting to the many pedestrians using the sidewalk. In addition, the parking lots appear to be vastly underutilized for the number of spaces provided and its design does not function well in terms of controlling vehicle movement through the area. This design is dangerous for pedestrians who must maneuver through the parking areas in order to travel between stores.

The corner building at 24<sup>th</sup> and William Streets is currently a missed opportunity as it neglects to serve its potential gateway function into the commercial node. A narrow grassy strip is provided between the sidewalk and the building, but the grass is enclosed by a short iron fence and no seating or other amenities are provided to invite people to sit and relax at this excellent vantage point (see Figure 21).



Figure 21. Existing Building at 24<sup>th</sup>/William Streets

*Insufficient buffers around junkyards:* There are at least three junkyards located in the vicinity of 24<sup>th</sup>/William Streets. In general, there are insufficient buffers provided between these junkyards and adjacent residential uses or the sidewalk. For example, the fence of the junkyard located on William Street just east of the railroad tracks abuts the sidewalk, and a menacing dog that resides in the junkyard normally growls and barks at pedestrians. For those residents walking from the western portion of the Collaborative Neighborhoods Study Area (i.e., Brookwood), this sidewalk would be the safest way of accessing the commercial center. The combination of the intimidating dog and the general low visual quality of the junkyard therefore discourages would be shoppers from walking to the stores at the node.

*Perception of safety problems in area:* Although crime rates in this area have vastly decreased in recent years, some physical evidence remains, such as bars and grating on store windows. These features present a menacing appearance and, according to residents in the workshop, conjure up feelings of concern for safety by people using the area.

*Lack of pedestrian and bicycle accommodations:* According to the City of San José's 2020 *General Plan*, "Pedestrian travel [is] encouraged as a viable mode of movement between high density residential and commercial areas throughout the City,"<sup>3</sup> as well as in activity areas such as schools and parks. The 2020 *General Plan* also identifies bicycling as an alternative mode of transportation.

Although the Santa Clara County *Congestion Management Program* (CMP) designates the area west of US-101 (which includes the study area) as a bicycle corridor, there is only one bike lane in the Collaborative Neighborhoods Study Area. As a result, bicyclists travel on sidewalks and/or along busy thoroughfares which offer no protection in order to reach their destination in the commercial areas.

As for sidewalk conditions in the neighborhood, overall they rate fair to good. However, some areas would benefit from general maintenance and repair work. In addition, a number of streets, including the segment of McLaughlin Avenue south of William Street, lack sidewalks and present potential pedestrian hazards. Residents are forced to walk along active roadways or seek alternative routes to their destinations.

Aside from the dangerous parking lot mentioned earlier, the 24<sup>th</sup>/William Street shopping area is a concern for both pedestrians and motorists. The lack of sidewalks and crosswalks on the roadway fronting the node, creates an overall chaotic setting for all modes of circulation. Local residents consider crossing the street along this roadway segment to be dangerous. The potential danger is magnified by the fact that a large percentage of pedestrians along this route include small children traveling to and from nearby schools. Also, the node's parking lot is overwhelmingly large and lacks pedestrian lighting, causing potential shoppers to feel uncomfortable.

During the community workshop, residents of the study area also described the commercial strip along East Santa Clara Street to be unfriendly and unsafe for pedestrians. Residents feel the area offers poor pedestrian lighting, inadequate sidewalks, deteriorated streets and insufficient crosswalks. None of the commercial nodes provide

bicycle racks, benches or sufficient trash receptacles. Finally, public restrooms are needed for customers, particularly pedestrians with small children.

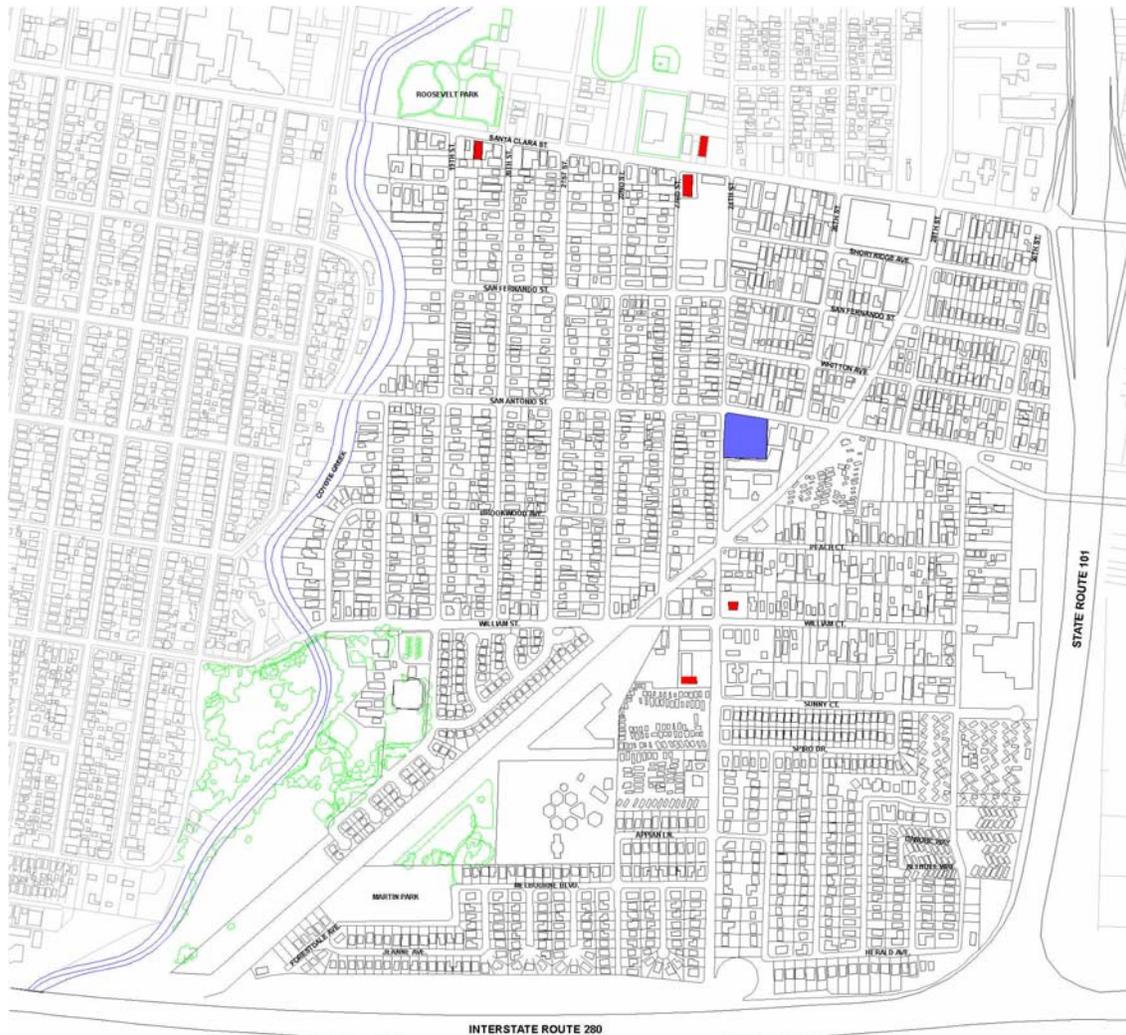
**Opportunities**

*Redevelopment district designation of East Santa Clara Street:* Recently, the Redevelopment Agency of the City of San José began a project on East Santa Clara Street between 17<sup>th</sup> and 28<sup>th</sup> Streets, which will address some of the residents’ concerns. East Santa Clara is one of eight Neighborhood Business Districts (NBD) in San José. The East Santa Clara NBD Redevelopment Plan was originally adopted in 1988, and most recently extended in 1998. NBD’s are older commercial districts within the City targeted for physical and economic

revitalization. Physical improvements are implemented based on community needs. The project is a first step in revitalizing the physical appearance of East Santa Clara Street. Redevelopment will also provide technical assistance with promotion of small business development in the area.

Current projects include installation of street banners, sidewalk replacement, production of the 1999 Business Directory, and implementation of the Surveillance Camera Program. However, the current sidewalk improvement plans do not include benches, trash receptacles or pedestrian lighting.

It is reported that there is only one property owner for the entire shopping node facilities at 24<sup>th</sup>



**LEGEND**  
█ VACANT STORES  
█ VACANT LOTS

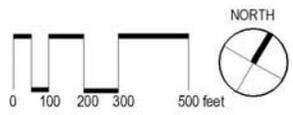


Figure 22. Existing Vacancies

/William Streets who is interested in making improvements, with the help of the City. This is an excellent opportunity to make coordination of any changes vastly easier than if a different person owned each building.

*Existing Vacancies:* Although the vacancy rate of commercial property in this area is low, some empty storefronts were noted along East Santa Clara Street and one at the 24<sup>th</sup>/William Street node. These vacancies represent opportunities to bring in new businesses to help fill the gap in products and services noted earlier (see Figure 22).

*Sidewalk improvement plans:* Sidewalk improvements in front of the 24<sup>th</sup>/William Street commercial node will be made as part of the McLaughlin Avenue project. Sidewalks will be constructed on those areas of the street currently lacking pedestrian facilities, new streetlights will be installed, and landscaping will be implemented. The street widening design also includes the addition of bike lanes.

*Zoning which allows commercial development in key areas:* Much of the area along 24<sup>th</sup> Street/McLaughlin Avenue is zoned for commercial use. This would make it possible to creatively transform residences into offices or other businesses. One property that generated a lot of interest at the workshop is a historic home located at 24<sup>th</sup> and William Streets. However, research showed that long-time residents occupy the house and the family has a long-standing connection to the property. Therefore, it is unlikely that this specific property will be available for commercial development in the near future.

*Potential future transit stops for BART connection:* As has been documented in other sections of this report, the existing railroad tracks which transverse the neighborhood are currently a liability to the neighborhood. They have caused very deep separations between neighbors on either side. However, an opportunity exists for the tracks to become a means of connecting the area with regional transit, such as BART. As such, if a transit stop were placed in this neighborhood, an important link could be formed with the commercial node at 24<sup>th</sup> and William Streets. The result could be a vibrant commercial area, serving passengers as they travel to and from home each day.

*Creative and energetic residents:* Workshop attendants were very clear in delineating their needs and problem-solving creative solutions for the commercial areas in their neighborhood. Their

energy seems to be carrying over as they continue to meet and begin to implement some of their most creative ideas.

## Recommendations for Commercial Areas

The constraining factors listed above make shopping in the Collaborative Neighborhoods Study Area an inconvenient and unpleasant experience for some residents. Those with the ability to do so are simply going to other shopping districts where it is easier to find a desired product or service in a more pleasant environment. However, many residents do not own a vehicle, and therefore rely on the services provided in the neighborhood or walk to take public transportation to other areas. The following goals and recommendations are based on ideas shared by residents at the Neighborhood Workshop and elsewhere.

- Build on and strengthen the existing commercial resources of the neighborhood through better design and better connection to a full spectrum of potential shoppers.
- Capture additional business income for the area by filling in gaps in services through business attraction to fill vacancies, and further commercial development where appropriate.
- Encourage and promote pedestrian and bicycle movement through the area, particularly along East Santa Clara, 24<sup>th</sup> Street, and McLaughlin Avenue.
- Create gathering places for residents to meet informally or simply enjoy the sights, sounds and flavor of the area.
- Improve the overall appearance, attractiveness, and safety of the commercial areas.

### Short Term Recommendations

*Multilingual signs/ cross cultural marketing:* Although this solution is presented in response to concerns expressed by English-speaking residents, over 65% of the residents speak a language other than English as their primary language. Therefore, every business could benefit from multilingual signs in at least the three primary languages of Spanish, English and Vietnamese. It was suggested at the workshop that neighborhood association members could coordinate the translation and design of such signs for the businesses.

*Familiarize residents with what stores have to offer (Group shop):* Aside from better signs produced in multiple languages, another practical (and fun)

suggestion offered at the workshop was to gather a small group of residents to establish a group shopping day. The goals are two-fold: (1) to help residents feel more at ease when using the stores in the future; and (2) to increase the communication between potential customers and store owners. As such, knowledgeable residents would lead their colleagues into the local stores to make introductions to proprietors and share information about the products and services being offered. This could result in the purchase and preparation of specialty products, such as foods to demonstrate how it can be done.

*Communication between store owners and residents:* At least one resident at the workshop spoke of her positive experiences with local shop owners being willing to special order products she needed or wanted to purchase from them. It is likely that others may be willing to do the same in order to reach new customers. Therefore, it was suggested that meetings be held with merchants (either at their stores or a location convenient to them) to discuss what steps they could take to reach a new market segment living within the Collaborative Neighborhoods Study Area.

*Bike racks:* This step would begin with residents conducting an informal survey of the area to determine which specific locations would best serve bicyclists. Once residents have determined where they would like to have bicycle racks installed, they need only to place a call to the Department of Streets and Traffic. A department representative will do a field review, and if anticipated usage justifies installation of racks, they will be provided by the city as funds become available. There are no specific guidelines or criteria for approval of bicycle racks other than sufficient need, and adequate space to prevent blocking of pedestrian right-of-way.

*Mailboxes:* Known in postal service terms as “blue collection boxes”, the actual method of requesting additional collection boxes does not seem to be specifically outlined. According to one employee at the So. Jackson Street Post Office<sup>4</sup>, boxes are placed only on busy streets or in areas where new housing development has occurred. This would seem to make the 24<sup>th</sup>/William Street node and possibly even the new Brookwood homes area prime candidates. Neighbors could map existing collection boxes to demonstrate the need and then petition the manager at the So. Jackson Street branch for placement of additional boxes at selected locations. This service is especially important for people working from their homes.

*Discover the library:* Residents at the workshop expressed the need for an improved library. The East San José Carnegie branch library is located at the corner of East Santa Clara and 23<sup>rd</sup> Streets, and has been serving the community since 1908. In 1981, the original building was renovated and an addition was built. Last summer the original library was restored. It serves approximately 50,000 people, many of them from the local Hispanic and Asian communities. The library’s collection contains approximately 42,000 items, including popular children’s materials, English as a Second Language items, and videos in a variety of languages. Regular programs include preschool story time, bookstore sales, and special story times. Computers are available for both school children and adults.

The staff is aware that the library does not meet everyone’s needs, and thus is always exploring new ways to reach the community. Currently, volunteers are being recruited, and a community outreach is being conducted to attract more users. Circulation has been boosted, and special presentations are being offered, as well as magic shows, musicians, tax preparation assistance, and purchaser workshops. Further, the East Branch has been chosen for expansion (in 3 – 5 years) to better serve its customers.

Residents interested in learning more about the library should stop by the branch and talk to staff about activities and programs. Those willing to share ideas and time to improve the East Branch’s range of services, can join the *Friends of the Library* group.

#### *Mid-Term Recommendations*

*Attraction of new businesses to serve gaps:* Based on the workshop, the beginnings of a list of desired businesses has been formed: A coffee shop; a bookstore; a weekend farmer’s market; a gas station; additional banks; 24-hour mini-mart; mid-sized, yet affordable clothing stores; dry cleaners; a bagel shop; a pharmacy; a specialty wines store.

This list could be used at future neighborhood meetings as the basis for reaching consensus about priorities for the area (keeping in mind that cross-cultural and neighborhood-wide geographic diversity is an essential element for discussion). Residents could then form a task force to work with city staff to create a marketing package used to attract prospective business owners.

*Facade improvements:* In order for prospective business owners to feel confident investing in a particular neighborhood, and before residents will

feel encouraged to frequent any new businesses, it is imperative that a “facelift” be given to all of the existing commercial areas. However, for those which are within a redevelopment area, assistance is available through the Redevelopment Agency's Facade Improvement Program (FIP). This program assists property owners within designated Redevelopment Project Areas to obtain grant money to make storefront improvements. As noted above, within the Collaborative Neighborhoods Study Area, East Santa Clara Street is the only designated Neighborhood Business District, which is a type of Redevelopment Project. As such, only the commercial properties along East Santa Clara Street qualify for the FIP grant money.

Storefront grants are calculated in increments of 60 lineal feet of storefront. A FIP grant, per 60 lineal feet of store frontage, can total a maximum of \$22,000. This amount is comprised of a basic grant of \$16,000, plus up to \$4,000 in Agency matching funds (if the applicant contributes a like amount) and \$2,000 for construction contingency.

Participation in the FIP program is evaluated based on the following criteria: 1) areas of geographic or visual importance to the overall appearance of the Project Area; 2) individual buildings of historic significance; 3) individual buildings with the greatest need of physical improvement or rehabilitation; and 4) significant groupings of buildings.

FIP grant monies are available to complete the full range of work required, including lighting, signage, entry doors, painting, display windows, awnings, canopies, edge treatments, landscaping, fencing, vacant or parking lot edge treatment, or other facade improvements. Maintenance activities such as roof repair are not covered.

A number of FIP grant projects have been completed or are in construction along East Santa Clara between 17<sup>th</sup> and 28<sup>th</sup> Streets. The challenge to residents is to promote the 24<sup>th</sup>/William Street commercial node for redevelopment status.

*Sidewalks:* Although sidewalk installation is part of the design for the McLaughlin Avenue project, it is imperative that the city's engineers acknowledge the opportunity to actually create a streetscape that is both walkable and enjoyable. The pedestrian area along the 24<sup>th</sup>/William Street commercial node should include benches (especially at the bus shelter), trash receptacles and pedestrian lighting. In addition, since 24<sup>th</sup>/McLaughlin Street is a busy intersection, pedestrian safety could be further

enhanced with installation of traffic barriers in the vicinity of the intersection. As there are no design guidelines available through the Department of Streets and Traffic, the local residents should play an active role in determining the future aesthetics of the commercial area.

Physical rehabilitation of the facades along East Santa Clara Street will likely increase the customer base to a degree. Further physical improvements (as well as gap in-fill) are needed to truly create a shopping friendly district. The businesses and residents should seize the redevelopment project as an opportunity to create the commercial area that will meet more of their needs. Options for installing benches, trash receptacles, lighting and landscaping should be explored.

*Bike lanes:* The McLaughlin Avenue project was initially scheduled for construction in July 1999. At a recent community meeting, the Department of Streets and Traffic estimated actual completion for Fall 2000. At that time, the new bike lane will extend from just north of I-280 to William Street. Although the striping of the lanes is part of a larger project that will provide bicycle lanes from Tully Road to William Street, the scheduled completion is not expected until late 2001.<sup>5</sup> Thus, residents will temporarily have a bike lane that runs approximately six (6) blocks.

The future lane and the existing lane on 21<sup>st</sup> Street currently do not have a planned connection. Thus, bicyclists would have to travel along William Street to make the transition to the lane that will provide access to the East Santa Clara Street commercial area. 24<sup>th</sup> Street (north of William Street) is not wide enough to accommodate a bicycle lane. Therefore, a transition on William Street should be considered for future roadway improvement projects.

*Redesign of parking lot at the node:* Once bicyclists and pedestrians make their way to the 24<sup>th</sup>/William Street node, they still need to navigate their way across the very large and unrestricted parking lot described earlier. As a means of bringing more order to the automobile traffic while also adding some greenery and safe walkways for pedestrians, a viable solution would be to redesign the parking lots. The first step would be to create a landscaped berm to provide a clear separation between the sidewalk and the parking lot. Next, the small divider between the two lots could be removed and all of the spaces re-formulated. A landscaped, pedestrian pathway would then be created that bisects the parking lot and leads to the businesses. The pathway as well as smaller islands throughout

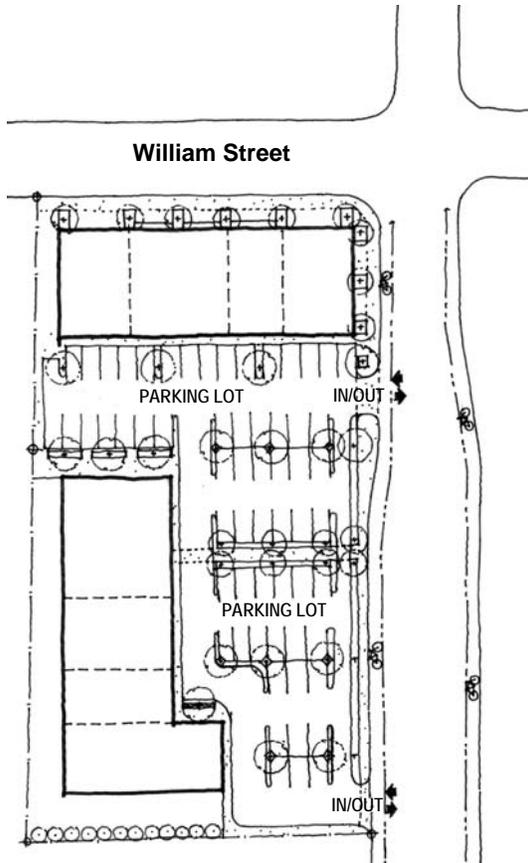


Figure 23. Proposed Parking Lot Layout

the lot would serve as traffic directors, and would define parking areas (see Figure 23).

Bike racks could be installed at appropriate locations that would not inhibit pedestrian traffic and wheelchair accessibility. Finally, the existing signs (including the tall Grewal Center sign) could be replaced with colorful and attractive pole signs that create a consistent image for the node.

*Redesign of area abutting the existing building at 24<sup>th</sup> and William Streets:* It was suggested at the workshop that improvements could be made to the building which has its backside facing William Street. The blank wall and fenced in grassy area provide an excellent opportunity to create a more pedestrian-friendly environment. Based on these comments, and the suggestion that outdoor seating would be desirable, the following design changes are recommended for that section of the building: (also see Figure 24 and 25)

- Remove the black iron fence
- Place trees, benches and lampposts along the building

- Create outdoor seating for the restaurant (located at the end of the building), which spills around the building toward William Street
- Remove temporary banners and replace with consistent, well-designed signs
- Paint small scenic murals, such as garden views, on the surface area to break up blank wall

*Public restrooms:* As mentioned before, while sometimes viewed as a luxury, public restrooms are important features, especially for people with young children. Therefore, restrooms should be created and maintained in the 24<sup>th</sup>/William Street node and along East Santa Clara Street.

*Designation of 24<sup>th</sup> Street/McLaughlin Avenue as a Redevelopment Area:* As discussed above, the only Redevelopment Area within the Collaborative Neighborhoods Study Area is the East Santa Clara Street NBD. Since they are not designated NBDs, the commercial nodes at 24th/William Street and 24th/San Antonio Street do not qualify for Facade Improvement Grants. Consequently, one of our recommendations is that the Redevelopment Agency of the City of San José evaluate the feasibility of amending the East Santa Clara Redevelopment Project Area to include the length of 24th Street between East Santa Clara Street and I-280. Although our focus is on the commercial node at 24th/William Street, the designation of the entire street segment as a Redevelopment Area would allow opportunities for additional redevelopment work related to cleaning up junkyards or promoting development of vacant parcels.

Redevelopment is an area governed by State law, as set forth in the Community Redevelopment Law of California (Health and Safety Code Section 33000 *et. seq.*). There are certain criteria that must be met in order to designate an area as a Redevelopment Project Area. The primary criterion relates to whether the subject area is deemed "blighted." The elimination of blighted areas is the primary justification for allowing a Redevelopment Agency to impose design controls, restrict uses, acquire property by eminent domain, and expend public funds. As set forth in the statute, both physical and economic blighting conditions must be prevalent.

Indicators of physical blight applicable to the neighborhood commercial areas might include the following:

- Buildings in which it is unsafe or unhealthy for persons to live.

- Factors that prevent or substantially hinder the economically viable use of buildings or lots. A substandard design, inadequate size given present standards and market conditions, lack of parking, or other similar factors can cause this condition.
- Adjacent or nearby uses that are incompatible with each other and which prevent the economic development of those parcels or other portions of the project area.
- The existence of subdivided lots of irregular form and shape and inadequate size for usefulness and development that are in multiple ownership.

Indicators of economic blight that might be

applicable to the neighborhood include the following:

- Depreciated or stagnant property values or impaired investments.
- Abnormally high business vacancies, abnormally low lease rates, high turnover rates, abandoned buildings, or excessive vacant lots within an area developed for urban use and served by utilities.
- A lack of necessary commercial facilities that are normally found in neighborhoods, including grocery stores, drugstores and banks, and other lending institutions.

If the Redevelopment Agency chooses to designate

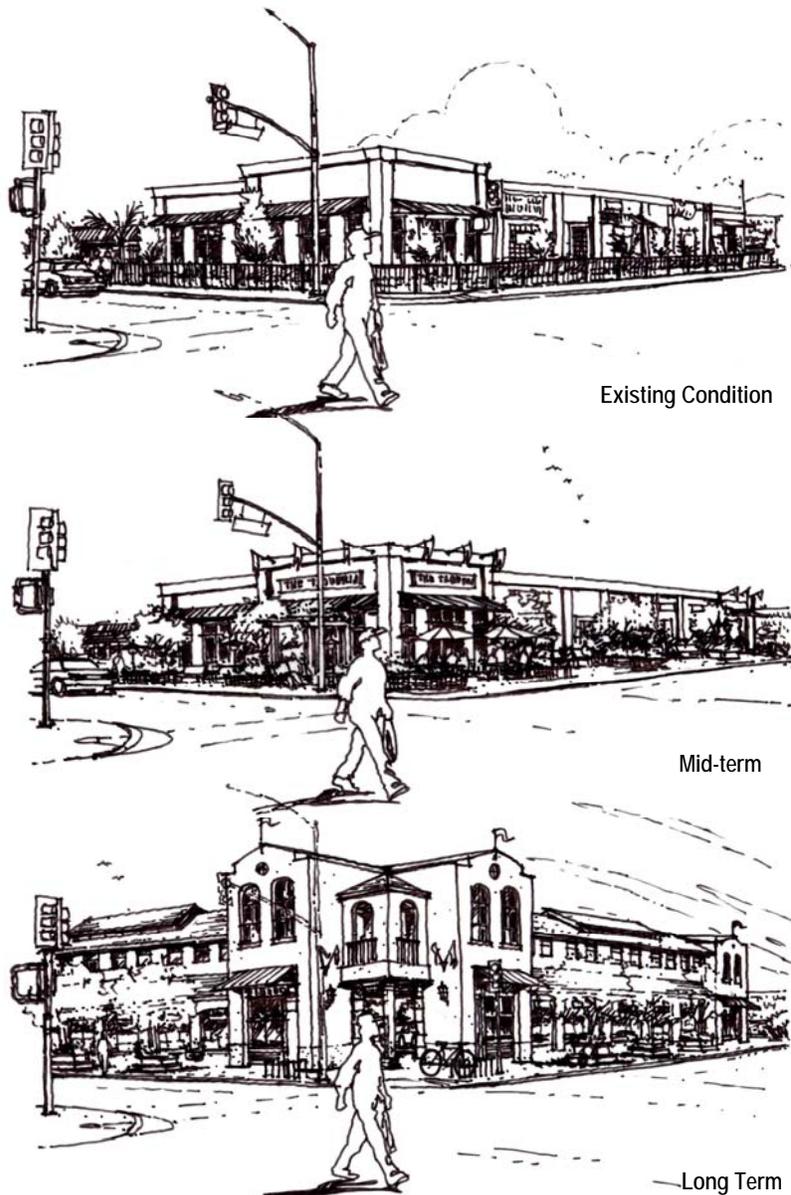


Figure 24. 24<sup>th</sup>/William Street Shopping Node Improvements

the commercial node or the 24th Street segment as a Redevelopment Project Area, or to incorporate it into the boundaries of the existing East Santa Clara Redevelopment Area, the Agency would be required to prepare a number of plans and reports, including a Redevelopment Plan and an Environmental Impact Report.

*Long Range Recommendations*

*Street-oriented designs:* It was very strongly suggested at the workshop that any future development be “street-oriented”. With this in mind, we designed a long-range vision for what the total re-design of the node might look like. First, the buildings would be relocated next to the

streets with a set back for outdoor activities. A second floor would be added for either residential or small office uses. The corner area of the building would be opened both to create a safe sight line for vehicular traffic and to serve as a passageway to the parking lot which would now be located behind the buildings.

Key architectural features of the new buildings include:

- Identifying features (such as greater height and/or mass) at corner of node
- Outdoor space for sitting and enjoying the sights
- Several “cut-throughs” to rear parking lot



Existing Condition



Mid-term



Long Term

Figure 25. 24<sup>th</sup>/William Street Shopping Node Improvements  
(View Along 24<sup>th</sup> Street)

- Wide sidewalks with space for bike parking, outdoor seating and other amenities
- Variety of architectural features, such as staircases, tower, gateway, deck, protruding elements and a colonnade.
- Vivid decorating features such as art works, awnings, umbrellas, designed lampposts, monuments etc.
- Bicycle facilities such as racks and lanes are also strongly encouraged.

Figure 24 and 25 show each of the proposed recommendations for this shopping node as described above.

*Establish a Business Improvement District:* As mentioned previously, the planned sidewalk improvements along East Santa Clara Street do not include amenities such as benches, planters or trees. This is frequently the case in large cities which lack the resources to provide maintenance to those items. One solution that has been successfully adopted in small commercial districts is to form a Business Improvement District (BID). In the case of East Santa Clara Street, the existing business association could decide to organize all of the property and business owners along East Santa Clara Street. They would then vote to tax themselves a small percent on all sales. These funds would be collected by the city and would be dedicated to providing services that are not currently being provided. Under this scenario, BID members would vote on what services they wanted their taxes to go toward.

*Links to regional transit (BART and light rail):* There are two major possibilities being discussed for linking this Collaborative Neighborhoods Study Area to regional transit systems. One is the extension of light rail down Santa Clara Street and the other is bringing BART down the existing Railroad Tracks. While no specific plans have been made, residents are advised to monitor these issues as they develop.

The talk of such an extension of either transit line is an opportunity for the local residents, as well as the East Santa Clara Street Business Association, to define their vision of the future of the Collaborative Neighborhoods Study Area. Should the extensions materialize, it is imperative that the community residents be involved in the design process, and that their concerns and desires be heard and incorporated in the plan.

## HOUSING

### Overall Assessment

More than half of the residences in the Collaborative Neighborhoods Study Area are single-family houses – most of which are in fairly good condition. It is common to find people tending their lawns or displaying holiday decorations on their porches. Among these are a number of turn of the century homes which add their own unique aesthetic value to the neighborhoods. In addition, new single family housing was added through the construction of the Brookwood Homes on William Street.

This area also contains a number of multi-family homes. These range from houses which have added additional living units to their lots via garage conversions and other means to four-plex units typically seen in neighborhoods surrounding Martin Park. Much of the buildings of these two types in this study area seem to experience a certain degree of poor maintenance issues and other problems due to overcrowding.

In addition to these more common housing types, this area also contains several trailer parks. These parks vary in condition and maintenance but seem to provide a decent, affordable housing choice for many people.

### Constraints

*Substandard housing:* San José's Housing Code lists twelve categories for substandard housing. Four examples, which are found in the Collaborative Plan Study Area include: structural hazards; faulty materials of construction; hazardous or unsanitary premises; and improper occupancy.

There are many examples of these types of code violations with a greater concentration in areas south of William Street.

The City of San José's Project Crackdown has successfully dealt with Substandard Housing in parts of the study area. Neighborhood Workshop participants mentioned that the four-plexes in the Jeanne and Forestdale Avenues area have improved greatly due to code enforcement and specifically through Project Crackdown's efforts.

*Blight:* Another problem in parts of the area is blight. Blight is characterized by deteriorated buildings and yards. Examples from the study area include graffiti, overgrown weeds, abandoned shopping carts, illegal dumping sites, broken windows, and dilapidated fences. Neighborhood Workshop participants were especially concerned about improper trash disposal. In the most densely populated neighborhoods in the Collaborative Neighborhoods Study Area, trash service does not accommodate the amount of waste generated. The trash piles up and detracts from the neighborhood's appearance.

*Illegal living units:* Illegal living units are found in all neighborhoods of the study area. Examples include illegally converted garages, sheds, single family homes, and accessory buildings that are remodeled and rented out as additional living quarters. Some homes have one additional unit, which by definition could

be called a “second unit.” Other homes have two or more additional illegal living units.

Second units, or accessory apartments, are defined as a living unit with separate kitchen, bathing, and sleeping facilities from the primary residential living unit. By law, cities in California must have a second unit ordinance in order for homeowners to construct and maintain second units. Most second unit ordinances contain design guidelines for the homeowner to follow, and many cities require that the homeowner apply for a use permit. The City of San José does not have a second unit ordinance. At present, second units are illegal anywhere in the City.

*Speeding:* Cars traveling faster than the posted speed were cited as problems in two areas: on East San Antonio Street and on 28<sup>th</sup> Street. Speeding cars on East San Antonio are common because they travel up the US Highway 101 overpass and pick up speed coming down the other side as they enter the Collaborative Neighborhoods Study Area prior to the stoplight at 24<sup>th</sup> Street. This condition is unsafe as residents who drive informed us they find it difficult and unsafe to merge with traffic or to cross traffic in order to go in the opposite direction. It is also an unsafe intersection to cross on foot using the crosswalk because drivers traveling over the overpass can't see the crosswalk clearly and if they are traveling at a high speed, they would be unable to stop for pedestrians.

Speeding cars on 28<sup>th</sup> Street are common as well because motorists use this route to travel between East San Antonio and East Santa Clara Streets. This is done to avoid the heavier traffic that exists on 24<sup>th</sup> Street. This condition is unsafe because there are often children playing on or near the street. In addition, cars that wish to pull out from the stop sign cannot do so safely. Visibility from the stop signs on the streets perpendicular to 28<sup>th</sup> Street is often blocked. This is because there are so many cars parked on the street that the view of the motorists is impaired.

*Insufficient parking:* The main complaint about parking in the area is the general lack of it throughout the neighborhood. The areas cited as a problem during the Workshop directly corresponded to where the Neighborhood Workshop participants resided. It is thought that if every resident were asked, they would have similar comments: that there isn't enough on-street parking in their neighborhoods. However, since the scope of this report is to respond to the actual comments made during the Neighborhood Workshop, discussion here will be limited to three specific

areas: Sunny Court and Bonita Avenue, 28<sup>th</sup> Street and Whitton Avenue, and 21<sup>st</sup> Street near William Street.

*Sunny Court & Bonita Avenue:* The lack of parking in the area of Sunny Court and Bonita Avenue can be attributed to two factors: a general condition of overcrowding and the presence of a factory that brings truck traffic and truck parking into the neighborhood.

The abundance of vehicles on the street could be due to residents who own more than one vehicle or due to too many car-owning residents. This is a symptom of overcrowding and no matter what the cause of it is, the supply for on-street parking cannot meet the present demand.

Truck traffic and truck parking are two consequences of an industrial zone existing next to a residential zone. This condition is unsafe because these big trucks travel at slow speeds and hold up traffic. They also drive in the middle of the road putting on-coming traffic in danger. When big trucks park on the street they not only contribute to the general lack of parking in the area, but they also obstruct the visibility of motorists trying to enter the traffic flow.

*28<sup>th</sup> Street & Whitton Avenue:* The lack of parking that residents near 28<sup>th</sup> Street and Whitton Avenue are experiencing is mainly due to the effects of the industrial zone surrounding the Union Pacific railroad tracks that bisect the neighborhood. This area experiences similar trucking problems to those described above. Because there is no safe or appropriate place for trucks to load and unload in this area, they stop and park in the middle of the road, completely blocking the passage of other vehicles.

*21<sup>st</sup> Street near East William Street:* According to neighborhood residents, 21<sup>st</sup> Street near William Street is used for overflow parking by residents who live on neighboring blocks, as well as their guests. This creates a lack of parking for residents who actually live on 21<sup>st</sup> Street. Residents believe others park on their street because it is safer than surrounding areas and they enjoy the shade that the tree-lined street provides.

## Opportunities

*Existing Housing Code:* Helps to ensure that the housing stock is decent and does not have significant defects. Enforcement limits and can eradicate problems associated with violations such as overcrowding, blight and substandard housing.

*Existing traffic regulations:* These can be enforced by the City of San José Police Department to ease

congestion and hazards caused by large trucks, speeding cars and insufficient parking.

*Precedent for legalizing Second Units:* In order to meet the housing needs of San José's population, second units may be the answer. Housing advocates have promoted second units in single family zoned areas as a viable means of creating affordable housing. Second units can provide many benefits to renters, individual homeowners and to the community as a whole. Other California cities such as Belvedere, San Anselmo, and Corte Madera have all implemented successful second unit ordinances. Some reasons to do so include:

- **Economic Benefits:** Second units can increase the amount of affordable, unsubsidized housing that is available to residents. In addition, second units can be economical to construct. The cost of constructing improvements or additions to an existing home usually costs about 1/3 less per square foot than the cost of new construction.
- **Open Space:** The creation of these units also decreases the amount of open space that is consumed by new development. This inward growth can protect the remaining outlying open space in the Bay Area.
- **Potential for additional income and security:** Second units provide an additional income for homeowners who may be struggling to pay their mortgages. Having more residents living on one lot may also provide an extra sense of security for seniors and others. Residents living in close proximity may naturally decide to assist one another with chores, shopping, and maintenance.

## Recommendations for Housing

### Code Enforcement

*Enforce the existing housing code through continued and expanded Code Enforcement programs:* The City of San José has been successful in upgrading many of the living units in the neighborhood. All three of the major code violations detailed in this report will be specifically dealt with through any concentrated code enforcement effort.

*Implement trash abatement strategies:* One way to reduce the effect of overflow trash would be to increase trash bin capacity and quantity. The City of San José has several programs for trash cleanup, including their Neighborhood Bin Cleanup program where the City provides dumpsters and City staff to assist residents in a one-day cleanup

effort. The densely populated area south of William Street received three bin cleanups in five years, yet the residences in the area continue to be cluttered with trash. Any program targeting trash must recognize the population density of the area and provide for the proper disposal of waste materials generated.

*Educate residents about City programs:* Neighborhood Workshop participants, especially the Spanish-speaking group, had many questions about how code enforcement works and wanted to know specifics about the rules and regulations. An outreach to residents of the area, in conjunction with increased code enforcement, would address many of their concerns and foster new communication between these residents and the City of San José.

### Speeding

Speeding in both areas mentioned above, East San Antonio Street and 28<sup>th</sup> Street, could be abated if the speed limit was enforced. The most effective way to bring this to the attention of the San José Police Department is by calling the Traffic Investigation Hotline to report it. It is the first and critical step in a long process. The San José Police Department could respond by parking a police car near the problem area to raise the awareness of speeding motorists. They might also cite speeding motorists. Eventually, they might decide to control the intersections by installing a stoplight or erecting a stop sign.

### Parking

Lack of parking could be ameliorated if the minimum parking requirements were enforced. The most effective way to bring the problems created by the lack of parking in the area to the attention of the City of San José is through phone calls from neighborhood residents.

Calling to demand the street sweeping ordinance be implemented could result in improved signage or the posting of signs to announce limited parking on alternate street sweeping days. It could also result in the ticketing and eventual towing of cars that do not conform to the parking regulations. This is recommended because it would not only help to remove abandoned and non-operable vehicles from the street, but it would also clean-up trash in the gutter, making the streets look better. This could bolster the residents' sense of pride in the appearance of their streets, yards, and homes.

Another recommendation is to meet with other homeowners in the neighborhood to discuss limiting the number of vehicles allowed per unit,

especially for rental units. It is also recommended that the City of San José Code Enforcement Division be called to report abandoned vehicles parked on the street. The Code Enforcement Division has a Vehicle Abatement Program that could apply to the area.

Finally, it is suggested that the neighborhood associations use Naglee Park as a model for dealing with issues related to streets and traffic. Naglee Park was successful in obtaining for permit parking for their neighborhood, and though it is likely that the Collaborative Plan Study Area would not qualify for a permit-parking program, there are other options. There is a conditional parking program that would limit the number of hours that vehicles can park in a given spot on the street. To qualify for this, 75% of residents on the block have to agree. Again it is enforcement that makes these kinds of regulations effective. It is possible that if the residents got involved with the neighborhood association, gathered names on a petition, went to City Council meetings, and lobbied their City Council representative, that their issues would begin to be heard by the decision makers.

### Neighborhood Second Units

*Short-Term:* Have neighbors work together to improve the aesthetics of existing second units.

*Mid-Term:* Increase code enforcement efforts, making the units a safer place to live.

*Long-Term:* Legalize second units. Create a second unit ordinance and bring the units up to code. The basic idea of a second unit ordinance is to register existing units, ensure they are in legal conformance with basic health and safety requirements, and then validate them. This ensures that the units are brought up to habitable standards. The process would require a major investment of staff time by the City of San José. Currently, the City of San José is scheduling a public forum on the issue in September, 1999.

---

<sup>4</sup> Conversation with Jessie at "Station D", 70 South Jackson Street. To make phone contact call, 1-800-ASK-USPS (1-800-275-8777) and ask to speak with the manager of the post office serving zip code 95116.

<sup>5</sup> Mr. Rene Cordero, Deputy Director, Department of Streets and Traffic. *Olinder Community Meeting*. May 11, 1999.

---

<sup>1</sup> John Stanley. "Trail Design in Riparian Corridors," *The Second Western Regional (Not Just) Urban Stream Conference*, April 11-13, 1999. Contact at: The Habitat Restoration Information Center, P.O. Box 1400, Felton, CA 95018-1400, Voice: 408/335-6814, Fax: 408/335-6810.

<sup>2</sup> Diana Lee Murrell. "Creeks in Parks: Restoration for Nature & Enjoyment," *The Second Western Regional (Not Just) Urban Stream Conference*, April 11-13, 1999, pg. 9-10. Contact at: City of Emeryville, Planning Department, 2200 Powell Street, 12<sup>th</sup> Fl, Emeryville, Ca. 94608-1806, Voice: 510-596-4335, Fax: 510-658-8095.

<sup>3</sup> City of San José. "2020 General Plan". 1994. p. 78.

---

# APPENDICES

## A. COMMUNITY RESOURCE DIRECTORY

The following is a list of programs, policies and funding sources available from the public as well as the corporate sector to neighborhood organizations and non-profit groups interested in improving the quality of life in their communities. They address housing issues, street and traffic concerns, code enforcement, crime prevention, neighborhood programs, and private sponsors of community-based initiatives.

### Housing Issues

#### *Housing Production*

**Housing Development Program** - Low-interest loans are provided to developers to construct new affordable rental housing. Telephone: (408) 277-4747

**Predevelopment Loans:** Predevelopment loans assist non-profit housing developers with the early stages of planning affordable housing projects, such as hiring architects or obtaining appropriate zoning permits. The maximum loan amount is \$100,000. Telephone: (408) 277-4747

**10% Set-aside** - San José's Housing Department sets aside 10% of its housing funds available for large development projects for City initiated revitalization and special projects. Telephone: (408) 277-4747

**Other Assistance** - The San José Housing Department also provides funds for the development of senior housing projects, Single-Room Occupancy Hotels (SRO's), homeless shelters, transitional housing, and other special needs housing. Telephone: (408) 277-4747

#### *Housing Rehabilitation and Preservation*

**Housing Preservation Program** - lends funds to eligible lower-income homeowners of single-family and duplex properties for basic repairs. Telephone: (408) 277-4747

**Rental Housing Rehabilitation Program** - provides loans to owners of rental housing occupied by qualifying lower-income households for needed repairs. Telephone: (408) 277-4747

**Mobilehome Repair Loan Program** - funds up to \$15,000 in repairs to eligible lower-income mobilehome owners. Telephone: (408) 277-4747

**Emergency Grants**, up to \$7,500 are provided for lower-income rental properties. Most of these grants are being used to convert fixed window bars on properties to releasable bars to ensure better safety. Telephone: (408) 277-4747

---

## ***Assistance to Low and Moderate Income Homebuyers and Renters***

**Mortgage Credit Certificate (MCC) Program** - Under this program, moderate-income buyers can, for 10 years, receive a federal income tax credit for 15% of their mortgage expenses. This program is on a first come, first serve basis, with slots usually filling up within a month after they become available in early January.

Telephone: (408) 277-4747

**California Housing Loan Insurance Fund (CHLIF)** - This program allows moderate income homebuyers to only pay a 3% down payment on a home up to \$227,000, rather than the usual 20%. The CHLIF currently suffers from a poor marketing and outreach program, limiting its success in the community. Telephone: (408) 277-4747

**Focus on Upgrading Neighborhoods (FUN) Program** - The FUN program offers a long-term, low interest rehabilitation loan to very new homeowners of moderate income. Homes must be within the Greater Downtown Area and not exceed 110% of the median home price after rehabilitation. The FUN program also requires front-yard landscaping and exterior painting if the building needs it. Telephone: (408) 277-4747

**First Time Home Buyers** - The Project Development program offers financing to first time home buyers, as well as nonprofit and for profit developers of affordable housing to low and moderate income people. For more information call (408) 277-4747

**Housing Rehabilitation Loans** - The City of San José has a housing rehabilitation program that offers low interest loans for home repairs to qualified lower income property owners. To qualify, the applicant must be an owner of a single family home or mobile home. Telephone: (408) 277-4747

**Legal Issues** - The Legal Aid Housing Project offers a wide variety of housing services to low and moderate income families. Mortgage default counseling, free tenant / landlord counseling and mediation services are provided. Issues they can help with are: evictions, deposits, utility shut-offs, lockouts, abandonment, repairs, rent withholding, rent raises, housing discrimination. Counselors are available to assist with selected cases. For additional information stop by 480 North First Street, or call (408) 283-1540.

**Rental Housing Assistance** - The County of Santa Clara offers assistance to low income individuals and families in obtaining rental housing. More information at Santa Clara County Housing Authority. Telephone (408) 275-5770.

**Paint Grants** - The City of San José offers a Paint Grant Program in which the city will pay up to 80% of the cost of exterior painting of qualified single family homes and mobile homes. In order to qualify, the owner(s) must be occupants of the house, and they must meet low-income eligibility requirements. For additional information and application call (408) 277-4747.

**Rental Dispute Mediation and Arbitration (Rent Control)** - Rent increases on triplexes and apartment buildings are limited to once a year and may not be raised more than 8%. Landlords and tenants may file petitions for hearings on increases exceeding those limits. Telephone: (408) 277-5431.

**Emergency Shelter Grant Program** - The City of San José receives annual federal funds from HUD to distribute to nonprofit organizations serving the homeless. The program is designed to help improve the quality of existing shelters, help make available additional emergency shelters and shelter beds, and constrain the increase of homelessness through funding prevention programs.

**Homelessness** - If you or someone you know is homeless or about to be homeless, the city can help. Call 1-800-7-Shelter (1-800-774-3583) for information.

## **Street and Traffic Concerns**

**Immediate Concerns** - For a problem in the street such as fallen tree limbs, debris, or a large dumped object, sewer or oil spills, over-water from landscape median islands, a missing stop sign, or a traffic signal that is not working, call (408) 277-4373 for assistance.

**Sanitary Sewers** - For sewer problems caused by the sewer main or in sewer lateral pipes within five feet of a property's sidewalk sewer crews will respond. Telephone: (408) 277-4373 24 hours a day.

**Sidewalk, Curb, and Gutter Repair** - The property owner is responsible for keeping the sidewalks in front of his or her property in a safe and usable condition. If there is sidewalk damage, the Sidewalk Repair Service must be called at (408) 277-2572.

**Street Light Repair** - If a street light is not working, call the street light repair recorder at 277-5517 24 hours a day with the following information:

- a. The name of the street and the nearest cross-section.
- b. Street address of the property.
- c. The street light number (for example: 12L231).

**Street Sweeping** - San José Streets are swept once a month. If you have any questions or concerns regarding street sweeping, call (408) 277-2571.

**Street Trees** - The street trees are trimmed by the city once every 15 years. All other tree maintenance is the responsibility of the owner. For tree trimming, planting, removal, permits, and other concerns call the City Arborist at (408) 277-2762.

**Traffic Signals** - To report a problem with traffic signals such as burnt out lamps, call the Traffic Signal Repair Shop at (408) 277-5515. If you have a concern regarding the timing at a traffic light (for example not enough green time for traffic movement) or if you would like to request a study for a new signal, call the Signal Operations Unit at (408) 277-4304.

## Code Enforcement

The Code Enforcement Division of San José offers assistance to solve some of the neighborhood's concerns.

**Abandoned Vehicles** - Vehicles abandoned on the street should be reported to Vehicle Abatement Hotline at (408) 277-5305. Commercial vehicles 10,000 lb. or greater G.V.W. rating may not be parked on a residential street. Exceptions are made for situations such as building, loading, etc. Enforcement of this code is done by the Police Department at (408) 277-4222. To report an inoperable or disassembled vehicle on private property, call the Code Enforcement Division at (408) 277-4528. The City also provides free towing to residents who have junked or inoperable vehicles stored on their property by calling (408) 277-5307.

**Inoperable / Abandoned Vehicle** - If there is an inoperable or abandoned vehicle in your neighborhood, please report it. If the vehicle is on private property, call (408) 277-5307. If the vehicle is on the street, call (408) 277-5305. For free towing off of private property, call (408) 277-4931.

**Lawn Parking** - Parking on the lawn of a residence is a violation of municipal codes. To report a car parked on a lawn, call (408) 277-4528. A warning letter will be sent for alleged violations and / or an inspector will be assigned to the case. If the vehicle is not removed from the lawn, a \$25 fine will be given to the violator.

**Early Setting Out of Yard Trimmings** - Yard trimmings may be set out only 24 hours prior to pick up. The fine for the first time offense is \$25, second time offense is \$50, and third time offense is \$75. If your neighbor has yard trimmings out more than 24 hours, it is important that you report them. Call (408) 277-4528 for more information.

**Graffiti** - Graffiti is vandalism and is a blight on the neighborhood. If you see someone vandalizing property with graffiti call the Anti-Graffiti Hotline at (408) 277-2758.

The City of San José has an Anti-Graffiti Program. The program's purpose is to prevent graffiti through education and to remove graffiti from City, private and business property. To receive free paint to cover up graffiti, call the Paint Bank at (408) 277-5827.

**Illegal Dumping and Abandoned "Stuff" (Shopping Carts, Toys, Clothes, etc.)** - It is illegal to dispose of any type of material, garbage, large items, or hazardous waste by dumping it on the side of the road, in parks, alleyways, commercial dumpsters, or vacant lots. To report illegal dumping call (408) 277-4373.

If you need to dispose of large household items, call Recycle Plus at (408) 277-2700 to make an appointment for bulky goods collection. If you live in a house, the fee is \$18 for up to three large items. If you live in an apartment, contact the manager or owner.

Usually there is a telephone number on shopping carts for free pick-up. Neighbors can call that number to have the cart removed.

**Hazardous Waste** - It is illegal to dispose of paint, oil, solvents, or household cleaning chemicals through the regular garbage collection service. Call (408) 299-7300 for information. Disposal of household hazardous waste is provided free of charge to all San José residents through a countywide collection program. Weekend drop-off events are held in locations throughout Santa Clara County. Telephone: (408) 299-7300.

**Houses and Properties in Disrepair** - The City of San José is trying to curb neighborhood blight. If your neighbor's house is blighted, you can call

(408) 277-4528 for help and information. Your neighbor will receive a warning and a \$250 violation charge if the problem is not fixed.

The City of San José offers low interest loans for the repair of homes for owner occupied units.

Telephone: (408) 277-4747

## Crime Prevention

The City of San José Police Department offers programs which educate residents about crime prevention and safety measures. Many of the 32 programs offered are school based intervention programs. For more information call the Crime Prevention Unit at (408) 277-4133.

**Drug Hotline** - If anyone has information on any illegal drug activity, call the hotline at 971-DRUG. The Crime Stopper telephone number is 947-STOP. All calls are strictly confidential.

**Homeless Complaints** - If you are concerned about activities conducted by homeless people which you believe to be illegal, call the San José Police Department at (408) 277-5300.

**Project Crackdown** - Project Crackdown is a multi-agency, multi-service approach to target City, County, and private resources toward those neighborhoods impacted by "drugs and gangs." Project Crackdown's emphasis is that the City of San José will not tolerate drugs and gangs and their negative impact on neighborhoods. Telephone: (408) 277-2838.

**The San José Mayor's Gang Task Force** - The Gang Intervention and Mediation Services Unit provides staffing and coordination to the San José Mayor's Gang Task Force. The mission of the Gang Task Force is to provide the leadership, coordination, and resources to create a citywide "continuum of services". These services will work together towards the prevention and reduction of gangs and gang violence in the City of San José. Telephone: (408) 277-4237.

## Neighborhood Programs

**Neighborhood Revitalization** - The Planning, Building, and Code Enforcement Division of the City of San José has been preparing a *Neighborhood Revitalization Strategy*, targeting neighborhoods in the most need of comprehensive City services. Approximately 75% of the public funds available for revitalization efforts will be aimed at these neighborhoods. Telephone (408) 277-4576

**Community Improvement Program** - The Community Improvement Program is a Citywide program that focuses on multi-family residential units. Initial inspections of the buildings are performed, and the owners are then notified and required to make improvements within a specified amount of time. Telephone: (408) 277-4528.

**Community Development Block Programs** - A Community Development Block Grant (CDBG) is money received from the federal Department of Housing and Urban Development (HUD) to be administered locally by the Department of Parks, Recreation and Neighborhood Services.

The City programs and community agencies that receive CDBG funds must address at least one of the following national objectives set by Congress:

- Benefit low and moderate income persons
- Address the eradication or prevention of slums and blight, or
- Meet a community development need in an urgent situation

Telephone: (408) 277-4971.

**San José Beautiful** - The Beautification Grants Program provides funding to be matched by volunteer efforts and/or cash donations. Projects must be within the city limits of San José, and in a highly visible public area. San José Beautiful's mission is to beautify San José through community advocacy, education and empowerment. Telephone: (408) 277-5208.

**Community Action Pride Grants:** Community Action and Pride Grants (CAP) are intended for individual neighborhood groups (both established and emerging) proposing projects, services and activities that foster or enhance safety, reduce blight and crime, and improve the quality of life in a neighborhood.

All San José, resident-based neighborhood groups are eligible for these grants. Community Action and Pride Grants Program offers grants ranging from \$5,000 to \$50,000 to neighborhood groups to finance a wide range of proposals such as human services, community events, park projects, lighting, and neighborhood safety improvements. Telephone: (408) 277-5208.

**Community Foundation of Santa Clara County Neighborhood Grant Program** - These grants are funded by the City of San José for small scale projects ranging from \$1,000 to \$5,000 and are distributed and managed through an existing Neighborhood Grants Program of the Community Foundation. Telephone (408) 321-2666

**San José B.E.S.T.** (Bringing Everyone's Strengths Together) - B.E.S.T. is a managed program to provide funding for a continuum of prevention, intervention and suppression programs targeted at youth exhibiting at-risk, high-risk and gang-involved behaviors. Agencies apply for funding through an annual Request for Qualifications process (RFQ). Telephone: (408) 277-4693

**Neighborhood Services Division** - The Division of Neighborhood Services is working in association with community based organizations, neighborhood associations, and individual residents to improve neighborhoods through a variety of clean-ups, gang diversion, and grant programs and the development of programs to improve the relationship between neighborhoods and schools. Services include Neighborhood Development Center (NDC), Project Crackdown, P.E.A.R.L.S. (Parent Education and Resource Link Services), Project Blossom, and Weed and Seed. Telephone: (408) 277-4461.

**Project Blossom** - Project Blossom works with neighborhoods suffering from severe problems associated with blight, health and safety issues, and poor property maintenance. The program's goal is to educate residents to access City and other governmental services to effect change and control neighborhood situations. Telephone: (408) 277-5350.

**P.E.A.R.L.S. (Parent Education and Resource Link Services)** - P.E.A.R.L.S. provides a direct phone line for families to request information, services, and existing resources within their community. This program extends to families the opportunity to receive a number of referrals that will address their particular needs. It also provides agencies with an opportunity to receive referrals at no cost, from families whose needs match those services or programs that the agency provides. Telephone: (408) 277-5337.

**Neighborhood Reinvestment** - Neighborhood Reinvestment was established in 1978 to revitalize declining lower-income communities and provide affordable housing for their residents through the development and support of local resident-led partnerships that include business leaders and local government officials. For more information about these programs call or write to:

Neighborhood Reinvestment Corporation  
1325 G Street, NW, Suite 800  
Washington, D.C. 20005  
Phone: (202) 376-2400

## Corporate Sponsors

The following corporate sponsors offer grants for community projects and services.

**American Express** - offers grants for community services, including: the American National Red Cross, Meals on Wheels, and Hands on Atlanta, an event in which volunteers rehabilitated houses, painted schools and upgraded parks in inner city neighborhoods.

([www.americanexpress.com/corp/philanthropy](http://www.americanexpress.com/corp/philanthropy))

**Adobe Systems' Community Relations Program** goals are to positively impact, strengthen, and benefit local communities to make them healthier places to live and work in. They support non-profit organizations which service disadvantaged youth, homeless, people with disabilities, minorities, the elderly, victims of abuse, disaster relief, medical and hospice care, arts and animal rights. They provide cash grants with no minimum and no maximum amounts. Telephone: (408) 536-3993.

([www.adobe.com/aboutadobe/philanthropy/main.html](http://www.adobe.com/aboutadobe/philanthropy/main.html).)

**Ben & Jerry's Foundation** offers grants to benefit children and families, disenfranchised groups, and the environment. They seek to support grassroots groups that demonstrate a plan for long-term viability that will lead to new ways of thinking and acting. Full Grants range from \$1,000 to \$ 15,000, and Small Grants are under \$ 1,000.

Ben & Jerry's Foundation  
30 Community Drive  
South Burlington, Vermont 05403-6828  
(802) 651-9600

([www.benjerry.com/foundation/index.html#types](http://www.benjerry.com/foundation/index.html#types))

**Digital Equipment Company** has a Community Involvement Department which sponsors community activities and offers grants to programs and activities promoting the following issues: solutions to social issues which impact children and youth, critical community needs and programs recognized as model. They also offer equipment grants for computer related needs for educational purposes. Telephone: (978) 493-6650

e-mail: [contribution@digital.com](mailto:contribution@digital.com)

([www.digital.com/community/corporatecontributions.html](http://www.digital.com/community/corporatecontributions.html))

**Dreyers** - offers small grants and donates ice cream products and gift certificates and auction items to bona fide non-profit organizations for community events.

([www.dreyers.com](http://www.dreyers.com))

**Fannie Mae Foundation** - a private non-profit organization, supports local and national organizations to provide affordable housing and to

improve the quality of life in communities. The Foundation offers *Home-Buying Fairs* to inform people about how they can buy a house, featuring speakers from mortgage lenders, real estate professionals, community housing groups, and credit experts to answer questions and inform the public on how to buy a house.

Telephone: 1-888-752-7170

Fannie Mae also offers *Community Outreach Grant* awards for: affordable housing production, fair housing and fair lending promotion, community based responses to challenges and opportunities resulting from changes in federal policy, use of technology to strengthen community based organizations, disseminating information about home ownership, and strengthening organizational and individual capacity through home ownership counseling and other activities.

Telephone: (202) 274-8078

([www.fanniemae.foundation.org/CommunityGrants/cmy.pdf](http://www.fanniemae.foundation.org/CommunityGrants/cmy.pdf))

**Hewlett Packard** sponsors the William and Flora Hewlett Foundation, offering grants for various charitable purposes generally concerned with youth, education and community programs. The Foundation sponsors neighborhood improvement, community service, and family transition.

William and Flora Hewlett Foundation

525 Middlefield Road, Suite 200

Menlo Park, CA 94025

Telephone: (650) 329-1070

([www.corp.hp.com/Publish/UG/](http://www.corp.hp.com/Publish/UG/))

**IBM** sponsors grants for educational and community purposes.

([www.ibm.com/IBM/IBMGives/index.html](http://www.ibm.com/IBM/IBMGives/index.html))

**Intel Foundation** sponsors a wide variety of educational programs as well as non-profit organizations.

([www.intel.com/intel/community/foundation/appro.html](http://www.intel.com/intel/community/foundation/appro.html))

**Pacific Bell Foundation** offers grants to community organizations. Additional information is available by writing to:

The Pacific Bell Foundation

175 E. Houston, Suite 200

San Antonio, TX 78205

Telephone: 1-800-672-3930

**Prudential Foundation** sponsors works to improve community life. Their primary focus is critical children's issues, community and education issues. They also sponsor promotion of public, private and non-profit sector cooperative efforts to revitalize urban neighborhoods, spur economic development, and increase community stability. They also fund efforts to help economically disadvantaged people by sponsoring affordable housing, employment, and job training.

The Prudential Foundation

751 Broad Street, 15<sup>th</sup> Floor

Newark, NJ 07102-3777

([www.prudential.com/aboutpru/community/apczz/013](http://www.prudential.com/aboutpru/community/apczz/013))

**Sun Microsystems** has several programs for community outreach, including Community Development Grants, which are awarded to programs that increase educational and employment opportunities for people who live and work near Sun's major employment centers.

Community Development Grant Programs

Worldwide Corporate Affairs Department

Sun Microsystems, Inc

901 San Antonio Road MS: UPAL1-462

Palo Alto, CA 94303

([www.sun.com/corporateoverview/corpaffairs/grants.html](http://www.sun.com/corporateoverview/corpaffairs/grants.html))

**Wells Fargo** offers grants for community development, including affordable housing for low and moderate income families, job training and community revitalization for low to moderate income neighborhoods. They also sponsor educational programs.

Wells Fargo Foundation

455 Market Street, 0104-034

San Francisco, CA 94163

Telephone: (415) 975-5235

Fax: (415) 975-6260

([www.wellsfargo.com/cra/contrib/](http://www.wellsfargo.com/cra/contrib/))

**William Randolph Hearst Foundation** sponsors a wide variety of programs ranging from education, health, social services and culture.

The William Randolph Hearst Foundation

90 New Montgomery Street, Suite 1212

San Francisco, CA 94105-4504

Telephone: (415) 543-0400

## B. NEIGHBORHOOD PHOTOGRAPHIC SURVEY

Dear resident,

Please take a few moments to walk around your neighborhood, and take 24-26 photographs of the spaces, buildings and features you like the most and the least. Using the form below, please record the location of each photograph and briefly explain why you chose it.

When you complete this exercise, please return the camera **with the undeveloped film inside** and the survey form no later than **February 22nd, 1999**. Once you have completed the survey please contact the person who gave it to you and he/she will arrange to collect it. You may also contact any of the following:

*Dayana Salazar*

*Tee Tran*

*Pin-Yuan Wang*

*Angela Michtom*

SURVEYOR'S NAME:		
Photo #	Location/ Description	Comments: Why do I like or dislike this place/building/feature?
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		
15		
16		
17		
18		
19		
20		
21		
22		
23		
24		
25		
26		

We greatly appreciate your cooperation,  
 Students and Instructor • Urban Planning 232/152 • San José State University

## C. NEIGHBORHOOD WORKSHOP FLYER (ENGLISH)

# NEIGHBORHOOD WORKSHOP

SPONSORED BY COMMUNITY OUTREACH PARTNERSHIP CENTER AT SAN JOSE STATE UNIVERSITY • CITY OF SAN JOSE PROJECT CRACKDOWN • WEED AND SEED



Share your ideas about:

- Better Parks
- Better Shopping
- Better Housing



and see them come together!

This is a chance to improve your neighborhood and build a stronger community. Get to know your neighbors, meet Council member Cindy Chavez and Police Chief Lansdowne, and celebrate the power of your neighborhood.

**Bring your kids to participate!**

# April 17<sup>th</sup>

## SATURDAY 9:30AM TO 3:00PM

[Registration begins @ 9:30 am, Workshop begins @ 10:00 am]

- Lunch included, drinks, music, child care and city information provided.

### Olinder Elementary School • 890 E. William St.

For more information, Please call 408-380-3028

Site is wheelchair accessible. Additional accommodations available upon request with 72-hour notice.



OLINDER NEIGHBORHOOD ASSOCIATION • COMMUNITY OUTREACH PARTNERSHIP CENTER AT SAN JOSE STATE UNIVERSITY • CITY OF SAN JOSE PROJECT CRACKDOWN • WEED AND SEED

COMMUNITY OUTREACH PARTNERSHIP AT SAN JOSE STATE UNIVERSITY • OLINDER NEIGHBORHOOD ASSOCIATION • WEED AND SEED • JOSE PROJECT CRACKDOWN

D. NEIGHBORHOOD WORKSHOP FLYER (SPANISH)

# JUNTA DEL VECINDARIO

PATROCINADORES: COMMUNITY OUTREACH PARTNERSHIP CENTER AT SAN JOSE STATE UNIVERSITY • CITY OF SAN JOSE PROJECT CRACKDOWN • WEED AND SEED



Comparta sus ideas para:

- *Mejorar los Parques*
- *Mejorar las Tiendas*
- *Mejorar la Vivienda*



Y vea como las juntamos!

Esta es una oportunidad para que contribuya a mejorar su vecindario y a fortalecer su comunidad. Conozca a sus vecinos, a la Consejal Cindy Chavez y al Jefe de Policía Bill Lansdowne. Venga a celebrar el poder de su vecindario.

**Traiga sus hijos a que participen!**

# April 17

**SÁBADO DE 9:30AM A 3:00PM**

[Registration begins @ 9:30 am, Workshop begins @ 10:00 am]

- Se proveerán almuerzo y bebidas gratis, música, cuidado infantil e información de servicios de la ciudad.

en **La Escuela Olinder**

Para obtener más información, por favor llame al: 408-380-3029

La escuela es accesible en silla de ruedas. Si necesita otro tipo de asistencia, por favor solicítela con 72 horas de anticipación



OLINDER NEIGHBORHOOD ASSOCIATION • COMMUNITY OUTREACH PARTNERSHIP CENTER AT SAN JOSE STATE UNIVERSITY • CITY OF SAN JOSE PROJECT CRACKDOWN • WEED AND SEED • OLINDER NEIGHBORHOOD ASSOCIATION • COMMUNITY OUTREACH PARTNERSHIP AT SAN JOSE STATE UNIVERSITY

## E. NEIGHBORHOOD WORKSHOP FLYER (VIETNAMESE)

# HỘI THẢO CỘNG ĐỒNG

BẢO TRỢ BỞI: TRUNG TÂM LIÊN KẾT PHÁT TRIỂN CỘNG ĐỒNG (COPC) TẠI TRƯỜNG ĐẠI HỌC SAN JOSE STATE (SJSU) ♦ DU AN CHỐNG LẠI SỰ BUỒN BÀN MÃ TỬY (PROJECT CRACKDOWN) CỦA THÀNH PHỐ SAN JOSE ♦ HỘI ĐOÀN CỘNG ĐỒNG OLINDER ♦ TRUNG TÂM LIÊN KẾT PHÁT TRIỂN CỘNG ĐỒNG (COPC) TẠI TRƯỜNG ĐẠI HỌC SAN JOSE STATE (SJSU)



Phân chia ý kiến của Quý Vị về sự:

- *Cải Tiến Công Viên*
- *Cải Tiến Phố Buồn Bán*
- *Cải Tiến Nhà Ở*



... và nhìn thấy mọi đề nghị nhập lại!

Đây là một cơ hội để cải tiến hàng xóm của Quý Vị và xây dựng một cộng đồng tốt đẹp và bền vững hơn. Quý Vị có thể hiểu biết thêm về những người hàng xóm, gặp mặt Hội Nghị Viên Bà Cindy Chavez và Trưởng Viên Sở Cảnh Sát Ông Lansdowne, và ăn mừng thế lực cộng đồng.

Dẫn theo con cháu Quý Vị để tham dự!

# 17 THÁNG 4

**Thứ Bảy 9:30am to 3:00pm**

[Đăng ký và ghi danh vào lúc 9:30 sáng, Hội Thảo bắt đầu đúng 10 giờ]

❖ Có thức ăn trưa, nước uống, nhạc, nơi chăm sóc trẻ em và tin tức về dịch vụ của thành phố ❖

**Trường Olinder Elementary • 890 E. William St.**

*Nếu Quý Vị cần thêm chi tiết, xin gọi: 408-380-3029*

Nơi có phục vụ tới gần cho xe lăn. Tiện nghi cần thiết sẽ được cung cấp với 72 giờ báo trước.



SAN JOSE ♦ HỘI ĐOÀN CỘNG ĐỒNG OLINDER ♦ TRUNG TÂM LIÊN KẾT PHÁT TRIỂN CỘNG ĐỒNG (COPC) TẠI TRƯỜNG ĐẠI HỌC SAN JOSE STATE (SJSU) ♦ DỰ AN CHỐNG LẠI SỰ BUỒN BÀN MÃ TỬY (PROJECT CRACKDOWN) CỦA THÀNH PHỐ SAN JOSE ♦ HỘI ĐOÀN CỘNG ĐỒNG OLINDER ♦ TRUNG TÂM LIÊN KẾT PHÁT TRIỂN CỘNG ĐỒNG (COPC) TẠI TRƯỜNG ĐẠI HỌC SAN JOSE STATE (SJSU)

## F. NEIGHBORHOOD WORKSHOP AGENDA

### N E I G H B O R H O O D      W O R K S H O P

Saturday, April 17<sup>th</sup> 1999

Olinder Elementary School • 890 E. William Street

This neighborhood workshop was organized by the Olinder Neighborhood Association, Project Crackdown/Weed and Seed, and the San José State University's Community Outreach Partnership Center.

#### WORKSHOP GOALS

To collect and present ideas on how to improve the neighborhood's parks, housing and main shopping areas.

To share these ideas with neighbors and city representatives

#### WORKSHOP GUIDELINES

The main purpose of this workshop is to share your ideas for neighborhood improvement with others. You may not agree with other people's opinions, but, for today, please agree to disagree.

#### DISCUSSION TOPICS

You will have a choice of three topics to discuss: Housing, Parks and Shopping. Once you select a topic, we will try to accommodate your choice to discuss it in a small group facilitated by a San José State University student.

#### NEXT STEPS

The ideas generated during this workshop will be compiled and documented by the San José State University team. The results of this work will be presented in the Olinder Community Center on May 27<sup>th</sup> at 6:00 pm. You are all welcome to attend these presentations.

## A G E N D A

TIME	ACTIVITY	LOCATION
9:30 to 10:00 am	Breakfast and Registration	Courtyard next to cafeteria
10:00 am	Convene in Cafeteria	Cafeteria
10:00 to 10:05 am	Welcome from Host Committee	Cafeteria
10:05 to 10:15 am	Remarks from Mayor Ron Gonzalez	Cafeteria
10:15 to 10:25 am	Remarks from Councilmember Cindy Chavez	Cafeteria
10:25 to 10:35 am	Remarks from Police Chief Bill Lansdowne	Cafeteria
10:35 to 11:00 am	Overview of the Day (English and Spanish)	Cafeteria
11:00 to 12:00 noon	Breakout Sessions	
	• Housing	Media Center (Yellow)
	• Parks	Media Center (Green)
	• Shopping	Media Center (Orange)
	• Discussion groups in Spanish	Media Center (Pink)
	• Kids Workshop	MACSA Latchkey
	• Childcare	Cafeteria
12:00 to 12:30 pm	Lunch	Courtyard next to cafeteria
12:30 to 2:00 pm	Breakout Sessions reconvene	Media Center
2:00 to 3:00 pm	Reports from Breakout Sessions (5 minutes per group)	Cafeteria
3:00 pm	Wrap-up	Cafeteria
3:00 to 3:30 pm	City Displays, Music, Snacks	Courtyard

*Special Thanks to:* Olinder Elementary School • McKinley Elementary School • Cindy Chavez, Council District 3 Staff • MACSA Latchkey Program • Las Madres de Jeanne Avenue • Calfoods • Pizza a Go-Go • Marie Callender • Conservation Corps • City Year •

## G. NEIGHBORHOOD WORKSHOP EVALUATION

On April 17<sup>th</sup>, 1999, a community workshop organized and conducted by the San José State University planning team, the Olinder Neighborhood Association and the City of San José's Project Crackdown/Weed and Seed was held in Olinder Elementary School. The purpose of the workshop was to bring residents to share their ideas for neighborhood improvement.

Residents participated in small group discussions facilitated by San José State University students. The group discussions concentrated on the areas of Parks, Housing and Shopping (or commercial areas). In addition, a group conducted their discussion in Spanish, and children participated in a special workshop focusing on ways to improve the parks in the community.

Approximately 85 adults and 30 children participated in the workshop. Some groups, such as Housing, combined into one group after lunch. The Spanish group ended up being the largest, with 15 participants.

Participants were asked to fill a form evaluating the effectiveness of the workshop (please refer to evaluation form on page). 26 participants filled out the workshop evaluation forms. Out of the 15 participants in the Spanish-speaking group, 11 filled out surveys.

58% of the people who filled out surveys felt that the workshop completely met their expectations. 21% felt the workshop somewhat met their expectations, and 21% weren't sure what to expect. Some people answered this question twice, indicating that they weren't sure what to expect, but that the workshop still met their expectations. No one stated the workshop didn't meet his or her expectations at all.

The topic of parks was of the highest concern to 48% of the respondents. Other was the second most important category, with 24%. Most people wrote in next to other that all topics were important. There wasn't a write in for topics not covered by the workshop. Shopping was the least important topic, with only 12%, and Housing was 16%.

In response to the question: How did you hear about the workshop?, 46% of the respondents heard about the workshop from Olinder Neighborhood Association (ONA). 15% heard about the workshop from a flyer, and 12% from someone actually coming to their door.

100% of the respondents would like to see more events like the workshop in their neighborhood. The majority of the respondents (66%) have participated in one or two neighborhood events. It was rewarding that this was the first such event for 17% of the participants.

The majority of participants have lived in the neighborhood for less than five years (58%), with 29% having been in the area less than one year, and 29% in the area for one to five years. 32% of the respondents have lived in the area for over 10 years. It was surprising to see such a large turnout from people who were relatively new to the neighborhood. The smallest percentage (10%) has lived in the area for six to ten years.

Participants without school age children represented slightly more than ½ of the respondents, at 55%. Those who did have children in the area, almost ½ (45%) do not attend either of the local elementary schools. The representation from the local elementary schools was relatively equal, with three parents of children attending Olinder Elementary and 2 from McKinley.

Overall, the workshop was a success. The turnout was good, and there was significant representation from the Hispanic community, which has traditionally been absent in events like this. There were no negative comments on the survey forms, or in conversations with the Olinder Neighborhood Association.

There were still portions of the neighborhood that were not represented. There were no Cambodian-speaking residents, even though there is a significant Cambodian population in the area. Part of that was scheduling, as April 17 was a New Year celebration in the Cambodian community. In addition, the outreach in Cambodian was not as strong as the outreach in Spanish. There was little representation from the Vietnamese community in the area and little to no representation from the business community or from landlords.

Neighborhood Meeting  
April 17, 1999  
Evaluation Form

Thank you for participating in the workshop, and taking the time to fill out this quick evaluation form. Your comments will help us improve future programs. Please circle the number that best describes your answer, and return this form to the registration desk to receive your thank you gift.

- 1) Did the workshop today meet your expectations?
  - 1) Completely met my expectations
  - 2) Somewhat met my expectations
  - 3) I wasn't sure what to expect
  - 4) Didn't meet my expectations at all
- 2) What issue discussed today was the most important to you?
  - 1) Parks
  - 2) Shopping
  - 3) Housing
  - 4) Other: \_\_\_\_\_
- 3) How did you hear about the workshop?
  - 1) From a neighbor
  - 2) From Olinder Neighborhood Association
  - 3) From a flyer
  - 4) Someone came to my door
  - 5) Through my child's school
  - 6) Other: \_\_\_\_\_
- 4) Would you like to see more events like this one in your neighborhood?
  - 1) Yes, I would
  - 2) No, I would not
  - 3) Don't Know
- 5) Have you participated in other neighborhood sponsored events?
  - 1) No, this is the first
  - 2) Yes, one or two
  - 3) Yes, frequently
- 6) How long have you lived in this neighborhood?
  - 1) Less than a year
  - 2) One to five years
  - 3) Six to ten years
  - 4) Over ten years
- 7) Do you have elementary school age children in your home?
  - 1) Yes
  - 2) No
- 8) If yes, what school do they attend?
  - 1) McKinley Elementary
  - 2) Olinder Elementary
  - 3) Other Elementary
- 9) What street do you live on?
  
- 10) What did you like best about the workshop?
  
- 11) What did you like least about the workshop?
  
- 12) Any thing else you would like to say about the workshop?



---

## REFERENCES

- Brady and Associates, Inc. Fruitvale Commercial District: Urban Design Study, Oakland, 1995. Created for the Spanish Speaking Unity Council: 510-535-6900.
- Cassidy, Robert. Livable Cities: A Grass-Roots Guide to rebuilding Urban America, 1980, New York, USA.
- City of San José Department of Planning, Building and Code Enforcement, Focus on the Future of San José, 2020 General Plan, City of San José, CA.
- City of San José Department of Planning, Building and Code Enforcement, Title 20 of the Municipal Code, Zoning Ordinances of City of San José, amended in January 1997, City of San José, CA.
- City of San José Department of Public Works, Park & Communal Facilities Development Office, 1990 Long-Range Land Utilization Report For The Coyote Creek Park Chain, City of San José, CA.
- City of San José Department of Public Works, Park & Communal Facilities Development Office, 1991 Kelley Park Master Plan, City of San José, CA.
- Community Development Digest, “Can You Have Too Much Industry?” CD Publications: 20 Oct 1998.
- Community Development Digest, “Official Offers Poor Man’s Guide to Improving a City’s Business District.” CD Publications: 20 October 1998.
- Department of Planning and Building, and Code Enforcement, General Plan: Land Uses Map, City of San José, CA.
- Department of Planning and Building, and Code Enforcement, General (future land uses) Plan, City of San José, CA.
- Department of Planning, Building, and Code Enforcement, Zoning Maps (combination of maps 67, 83 and 84), City of San José, CA.
- East Bay Asian Local Development Corporation, Make It Happen: The Lower San Antonio Neighborhood Plan. Oakland, 1998. Available at: [www.ebaldc.com](http://www.ebaldc.com).
- Murrell, Diana Lee, Creeks in Parks: Restoration for Nature & Enjoyment. *The Second Western Regional (Not Just) Urban Stream Conference* – April 1999, pp.9-10. Contact at: City of Emeryville, Planning Department 2200 Powell Street, 12<sup>th</sup> Floor Emeryville, CA 94608-1806. Voice: 510-596-4335; Fax: 510-658-8095.
- National Council of La Raza, Index of Hispanic Economic Indicators, July 1997.
- National Main Street Center, Main Street Design Committee Members Handbook, 1996. Available through: National Trust for Historic Preservation, 1785 Massachusetts Avenue, N.W. Washington, D.C. 20036.
- San José Department of Planning, Building and Code Enforcement, Title 20 of the Municipal Code, Zoning Ordinances of City of San José, amended in January 1997, San José, C.A.
- Stanley, John, Trail Design in Riparian Corridors. The Second Annual (Not Just) Urban Stream Conference – April 1999. Contact: The Habitat Restoration Information Center, PO Box 1400 Felton, CA 95018-1400. Voice: 408-335-6814; Fax: 408-335-6810.
- The Redevelopment Agency of the City of San José, East Santa Clara Street Updated NBD Strategy, Neighborhood Business District Revitalization Program, August 1998, City of San José, CA.
- The Redevelopment Agency of the City of San José, CA, Final Report of the Downtown Working Review Committee 1990, Downtown Strategy Plan 2010, City of San José, CA.
- Romig Consulting Engineers, Phase I, Environmental Site Assessment For Brookwood , Phase IV Property San José, California, California, June 1997.
- United States Department of Agriculture, Soil Conservation Service, Soils of Santa Clara County, California: Soil Conservation Service Personnel, June 1968.
- Web Site of San José Unified School District, [www.sjusd.k12.ca.us](http://www.sjusd.k12.ca.us), October 1998.
- Web Site of the San José Department of Parks, Recreation & Neighborhood Services, [www.ci.san-José.ca.us/prns/index.htm](http://www.ci.san-José.ca.us/prns/index.htm), October 1998.



Community Outreach Partnership Center  
[www.sjsu.edu/news\\_and\\_info/COPC](http://www.sjsu.edu/news_and_info/COPC)  
San José State University  
One Washington Square  
San José, CA 95192

©1999 San José State University

