



# NOW ARRIVING ... A CHANGING DELMAS PARK

“Transit rich”



“Extremely neighborhood friendly”



“Close to everything”



“Gateway to Downtown”



“Peaceful. This is where my mom lived”



“Great place to live”



“In transition”



“Diverse”



“Eclectic & smart”



“Ready for development”



“Cautiously optimistic about Google”



“Promising”



# **Now arriving: a changing Delmas Park**

A Community Assessment Report of  
the Delmas Park Neighborhood

By: San Jose State Urban and Regional Planning Department,  
CommUniverCity, San Jose  
The Delmas Park Neighborhood Association,  
and the City of San Jose



Urban and Regional Planning Students, Fall 2017





# ACKNOWLEDGEMENTS

## Community Members

- Bert Weaver
- Sarah Springer
- Elena Lopez and her daughter
- Kathy Sutherland
- Hagos, Owner of the Mudai Restaurant

## Guest Speakers

- Kim Walesh (City of San Jose, Office of Economic Development & Deputy City Manager)
- Lauren Prevetti (Town of Los Gatos, City Manager)
- Donovan Lazaro (City of San Jose, Office of Economic Development)
- Eric Eidlin (City of San Jose, Department of Transportation)
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## Other Contributors

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- Chloe Verrey (Property Based Improvement District Operations Manager)
- San Jose Downtown Association
- CommUniverCity Staff (Nicole Guzman, Sneha Parmar, Justine Cuevas)
- Shiferaw Jemberie, Student at San Jose State University

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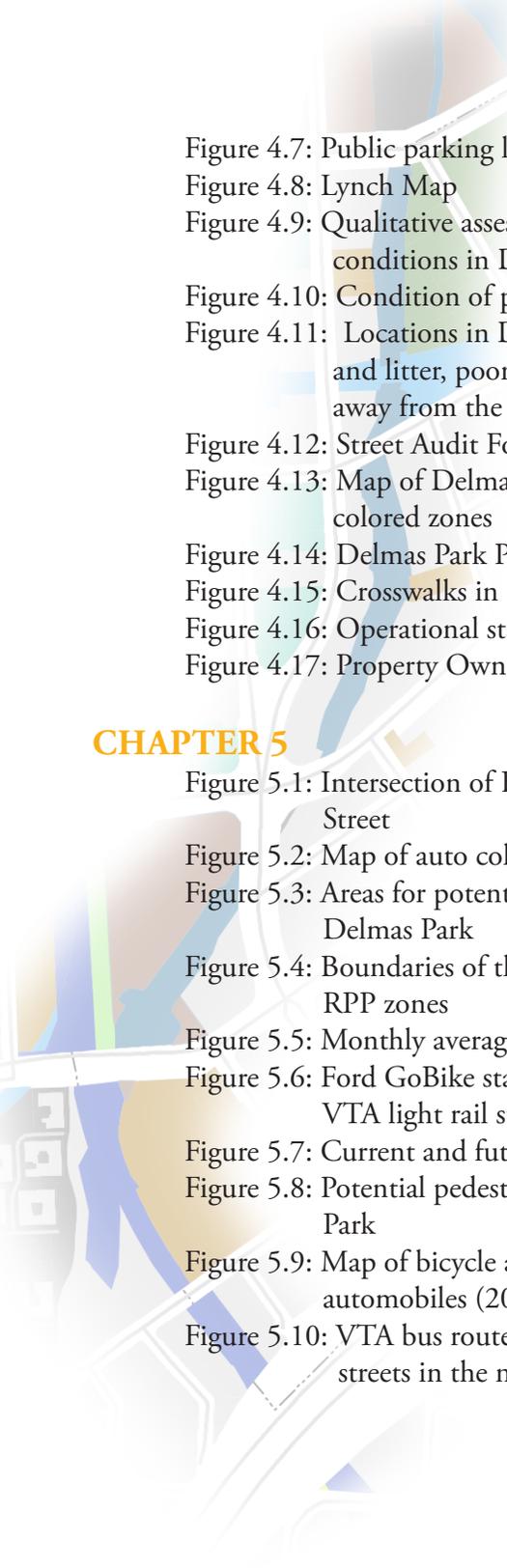
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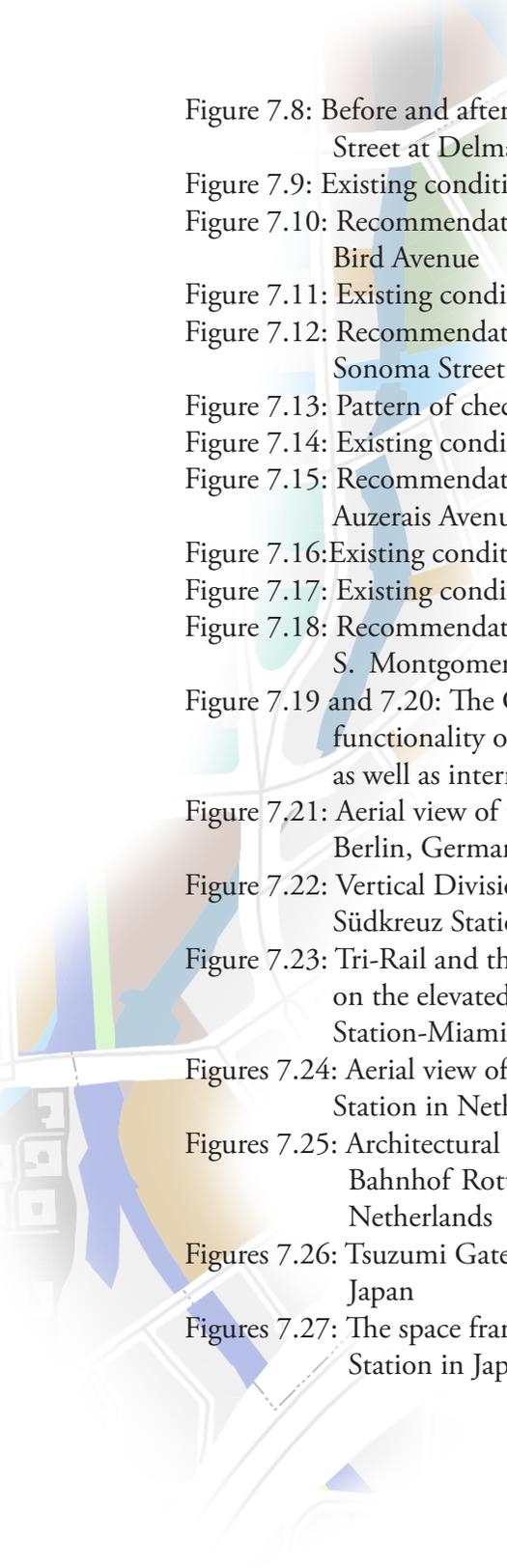


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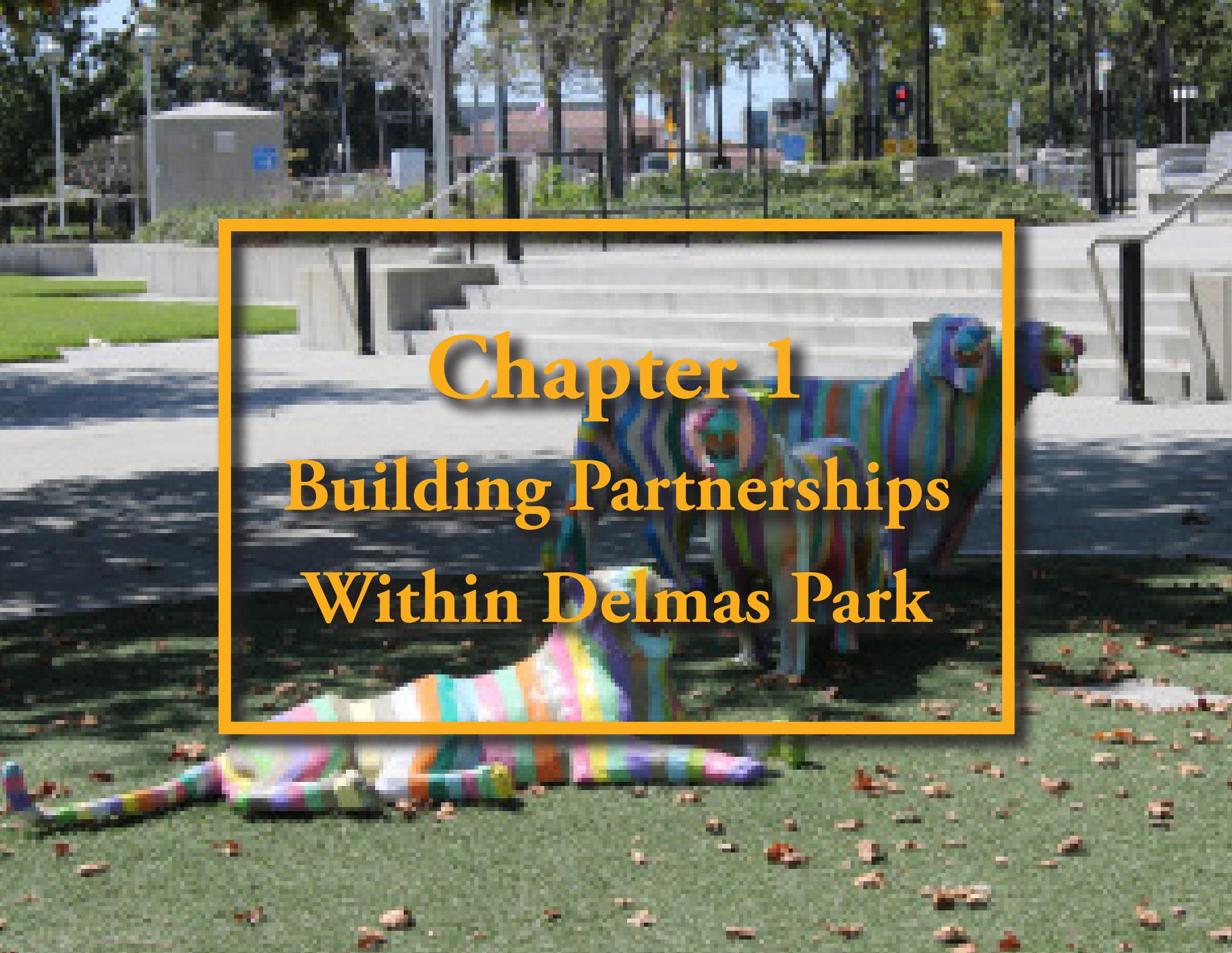
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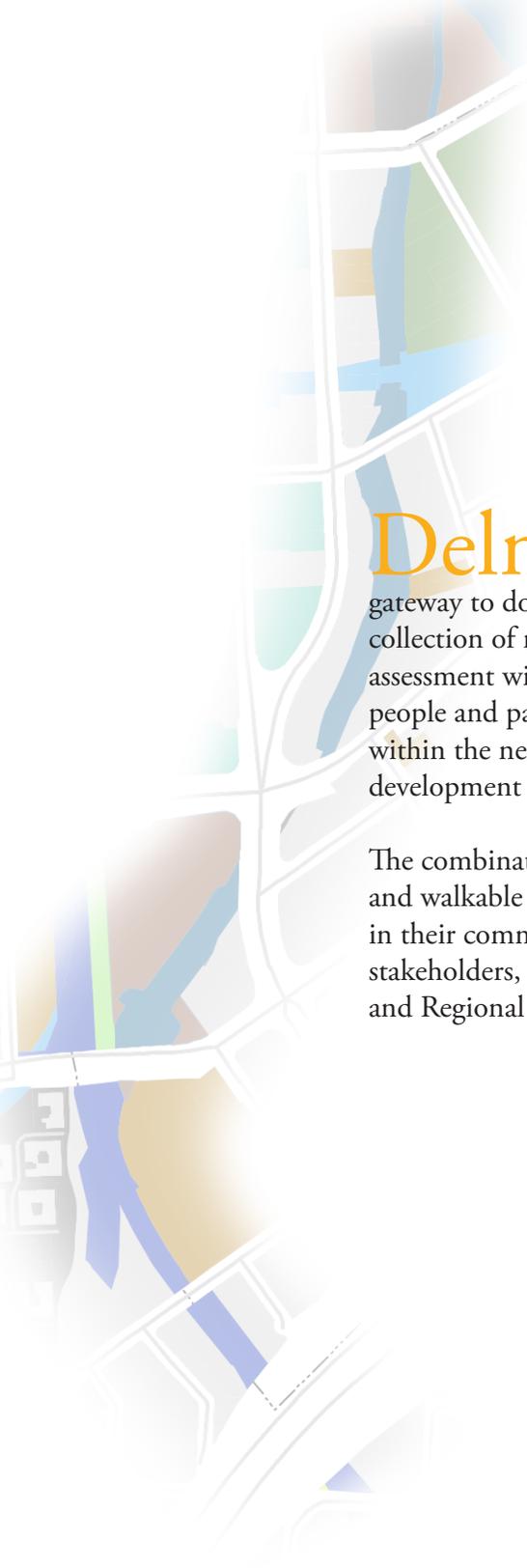
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A vibrant, multi-colored striped sculpture of a dog, possibly a Weimaraner, is the central focus. The sculpture is composed of numerous vertical stripes in various colors including red, orange, yellow, green, blue, and purple. It is positioned on a green lawn with scattered brown leaves. In the background, there are concrete steps, a black metal fence, and trees under a clear sky. The entire scene is framed by a thick orange border.

**Chapter 1**  
**Building Partnerships**  
**Within Delmas Park**



**Delmas Park** is one of San Jose's most unique neighborhoods. It is "the western gateway to downtown," a major transit-hub, a community with historic significance, and is home to a diverse collection of residents.<sup>[1]</sup> These are just a few of the features that bring charm to the neighborhood. This assessment will bring to light the history of how Delmas Park came to be and its many assets, including: the people and partnerships within the neighborhood, the current land uses and transportation opportunities within the neighborhood, and how these current opportunities have made it a hot spot for several future development projects.

The combination of the following factors have set the scene for the development of a vital, urban, livable, and walkable community: the neighborhood's unique amenities, the residents' commitment and involvement in their community, land use capacity for higher density projects, and the partnership between the resident stakeholders, CommUniverCity, the City of San Jose, and San Jose State University's Department of Urban and Regional Planning.

## 1.1. The CommUniverCity - San Jose multi-sector partnership

CommUniverCity is a “partnership for service” between three components: communities within San Jose, San Jose State University (SJSU), and the City of San Jose; hence the name Comm-UniverCity. It addresses “community-identified needs” and is an important resource for the communities it partners with. It collaborates and works “side by side with with community residents, students, faculty, and City of San Jose staff.” [2] The City of San Jose’s Strong Neighborhood Initiative (SNI), launched in 2002, identified 19 underserved neighborhoods throughout the City, to work on improvement projects. In 2003, a “service-learning partnership” between a San Jose neighborhood and the SJSU campus called the “town-gown initiative,” was proposed by the Dean of the College of Education to the Council of Deans. The term “town-gown” reflects the partnership of the city (the town) and the university (or gown). The Five Wounds/Brookwood Terrace (FWBT) SNI area was chosen as a community partner for the “town-gown initiative” based on its location near the SJSU campus. Then in 2005, the name, mission, and principles of CommUniverCity San Jose were approved, and a steering committee was formed. In April 2006, the first day of service involved 511 students’ and residents in FWBT. This was the catalyst for neighborhood partnerships, which eventually led to the partnership with the Delmas Park community.

## 1.2. The objectives of a community assessment

The foundation for any meaningful and responsive planning effort is a thorough documentation of the study location. This “community assessment” typically includes an analysis of current conditions, history, land use, transportation, urban form, streetscapes, demographics, and community stakeholders. Completing such an assessment forms a baseline, or a starting point, for later stages of the community planning and engagement process. The community assessment process allows for public participation in realizing the community vision, and allows the community to benefit from learning more about the neighborhood. We used the asset-based community development approach as the key framework for conducting our community assessment.

## 1.3. An asset-based community development approach

The traditional approach to community planning is for planners to primarily focus on a community’s needs, deficiencies, and problems. This develops a view that the neighborhood is problematic and ultimately the focus of the community’s problems becomes the basis for the community story.

The asset-based approach is a more progressive framework for a community analysis. Planners primarily focus on bolstering community capacity through identifying and building upon existing resources and assets. The asset-based approach brings to light that positive neighborhood change relies on residents’ investment in their existing strengths, skills, people, and valued institutions. By identifying the assets of the community, bridges can be built to connect residents to one another in ways that multiply their power and effectiveness. Because of the powerful impact of this practice, we used this approach in our assessment of the Delmas Park neighborhood.

## 1.4. Data Collection Approaches

Over the course of the Fall 2017 and Spring 2018 semesters, students closely examined the Delmas Park neighborhood and gathered data to present at a community open house and pop-up park event. This information was collected through various methods and documented throughout the semester. Students conducted field studies to examine the conditions of the streets throughout the neighborhood, attended meetings with the officials from the City of San Jose who are currently working on projects associated with Delmas Park, and held interviews with the residents and business owners within the neighborhood.

Field observations helped the students examine two public safety elements of the streets. This included existing conditions of the street lights and provisions for crosswalks for all street intersections in the neighborhood. Data on the maps that are included in this report highlight the locations that currently lack good quality street lighting and crosswalk conditions.

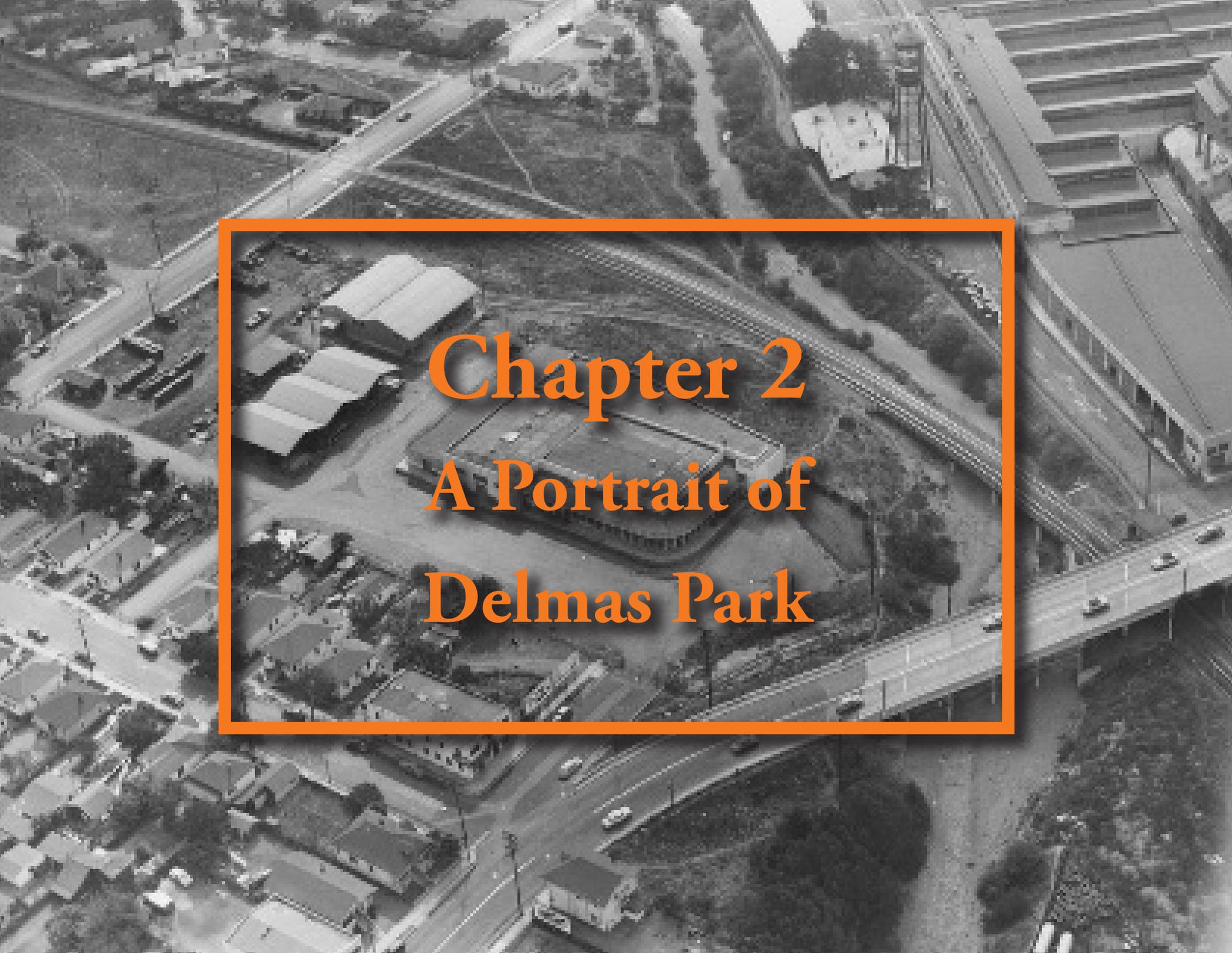
As part of the community assessment outreach, students also interviewed residents and business owners to gather information about the actions that were taken by the city to meet their past priorities. The objective was to document improvements that were made to their neighborhood as well as learn about their current priorities. Students then transferred this data into interactive posters for the open house event where people could not only vote for their desired priority, but also suggest new priorities for the future. In addition to the interviews, students attended several meetings with officials who are working closely on the major projects near Delmas Park. This included BART, High-Speed Rail, and Google. These projects were studied in detail and the information gathered was transferred onto poster boards for display during the open house event.

Part of what creates a dynamic neighborhood are those that inhabit it. Delmas Park is home to a tight-knit community, whose involvement within the community adds immensely to the overall neighborhood character. Therefore one of the greatest assets in Delmas Park is the people themselves. This attitude was expressed throughout the video interviews that were conducted. Both councilmember Raul Peralez and his assistant, David Tran, noted that they believed the people in the community are the greatest asset. They felt this because the residents are very involved, embrace change, welcome future developments, and are not only open to transit-oriented development, but chose to live in their community because they value the proximity to transit and the walkability offered in their neighborhood. Many of the individuals that were interviewed spoke highly of their neighbors and spoke about how welcoming and friendly their community is. In fact, long-time resident Kathy Sutherland described her community as being “extremely neighborhood friendly.”

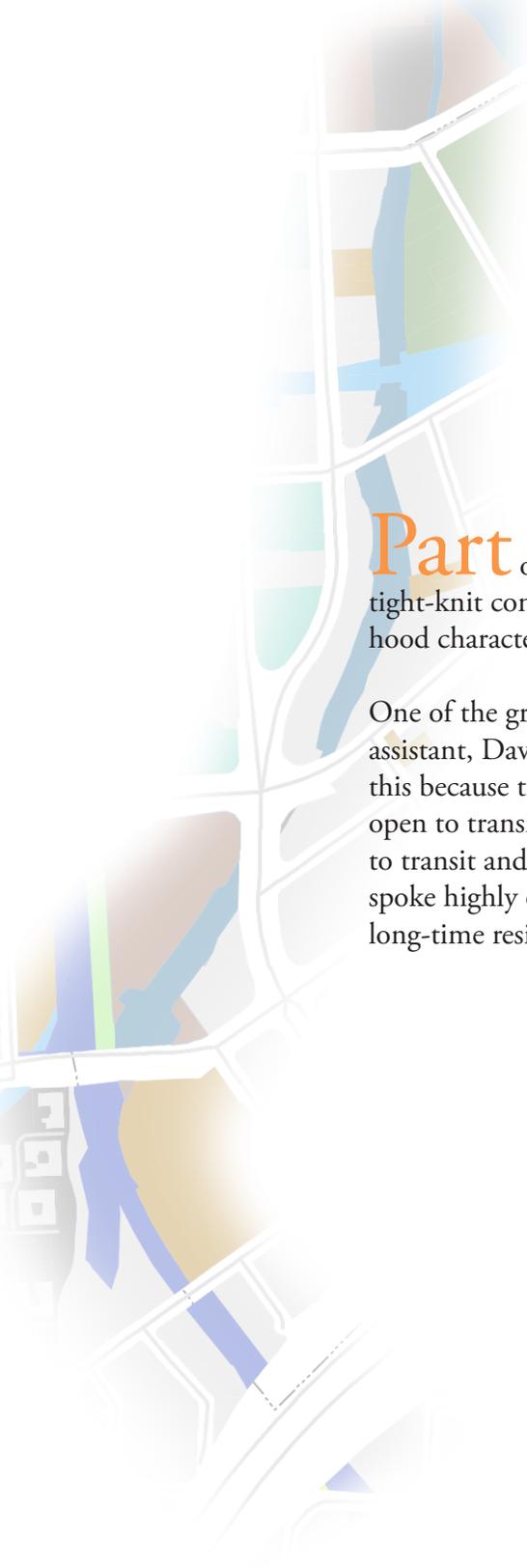


# ENDNOTES, Chapter 1

1. Scott Knies, Interview by Marybeth Bowman and Swara Inamdar, San Jose, November 8, 2017.
2. <http://cucsjs.org/about-us/what-we-do/> (accessed 11/30/2017)

An aerial photograph of a city area, centered on a large, rectangular park. The park has a distinct baseball field in the middle. Surrounding the park are residential houses, streets, and a large stadium-like structure on the right side. The entire image is framed by a thick orange border.

**Chapter 2**  
**A Portrait of**  
**Delmas Park**



**Part** of what creates a dynamic neighborhood are those that inhabit it. Delmas Park is home to a tight-knit community, whose involvement within the community adds immensely to the overall neighborhood character.

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## 2.1 The Assets of Delmas Park

Delmas Park is home to many hidden gems that make this neighborhood a desirable place to live. Sarah Springer, a local resident and vice president of the Delmas Park Neighborhood Association, states, “I think it’s just wonderful to wake up each day and be in California and to be in this neighborhood.”

A unique aspect about Delmas Park is that it is a prominent transit hub and its residents have access to many public and private transportation options, including Diridon Station regional transit, the San Fernando light rail station, Caltrain, VTA bus and light rail service, Greyhound, and freeway ramps to Interstate 280 and State Highway 87. There is a green-painted, dedicated bike lane along West San Fernando Street and bike sharrows along Auzerais Avenue. Residents also are afforded close access to the bike trails along the Guadalupe River. These assets were identified by many neighborhood residents during the video interviews. The neighborhood is a regional transit hub, not only to other parts of San Jose but to the Bay Area, and the importance of this transit link will grow with the coming of BART, High Speed Rail, and Caltrain electrification.

Another asset of Delmas Park is its central location, providing enviable access to wonderful places such as downtown San Jose, the SAP center, the School of Visual Philosophy, and the

Children’s Discovery Museum. The presence of nearby trails is also notable; as Kathy Sutherland, a long-time local resident and president of the San Jose Parks Foundation, pointed out, “you can use the Los Gatos Creek Trail or hit the Guadalupe River Park Trail and if you want to go on a bike ride or walk, it is so close and so convenient to go to.”

Consistent with its central location, one of the most important assets identified in the community is its walkability. A walkable neighborhood indicates that there is a high level of proximity and connectivity, which allow residents to access community assets easily. Moreover, since Delmas Park is walkable, this promotes healthy lifestyles and is better for the environment as more residents can choose to walk, rather than drive, to some of their intended destinations.

In addition, the neighborhood has several key place-defining characteristics that bring charm to the neighborhood streets. These include the Lakehouse District, the mural at Delmas

Market, banners along San Carlos Street, the Irene Dalis House on Delmas Avenue, the historic Stephen’s Meat Products sign, the rainbow tiger statues in front of the San Fernando light

rail station, the eclectic Poor House Bistro, and Los Gatos Creek that runs through the neighborhood. Lastly, it is important to note the historical significance of the Lakehouse District with its Queen Anne, Craftsman, and Period Revival single family dwellings. These neighborhood gems create a “sense of place” and charm in Delmas Park.

From our interviews, the most commonly occurring word/phrase that was given in response to the question “describe your neighborhood in five words/phrases” was “transit-rich.”

### Key Placemaking Assets in the Community

There are specific destinations within the community that are central to the neighborhood’s sense of place within the community. The most notable examples are listed below.

#### The Lakehouse District

The designated historic district consists of houses built between 1885 and 1925. It is bounded on the north by W. San Fernando Street, on the east by Highway 87 and the VTA Light Rail right-of-way, on the west by Los Gatos Creek, and on the south by the rear property lines of lots on the northside of Park Avenue, and on the southeast by Sonoma Street and Lakehouse Avenue. It consists of Queen Anne Style houses that are sin-

“You can use the Los Gatos Creek Trail or hit the Guadalupe River Park Trail and if you want to go on a bike ride or walk, it is so close and so convenient to go to.”

“Transit-rich” was the most common phrase used to describe the neighborhood by key project stakeholders.

gle-storied. An established historic district comes with many likely benefits, including a destination for local and regional tourists and a tool for attracting new business investment to the area. The preservation of a historic district is important to a community's identity and there is great potential to add banners and other signage to celebrate this heritage. The Delmas Park Neighborhood Association, at its meeting, approved the design of banners commemorating the Lake House District.

### Valle Verde

Founded in 2012, this nonprofit organization assists Silicon Valley's low-income residents in growing organic vegetables in their own yards. Valle Verde's site in Delmas Park became available through the City's Urban Agriculture Incentive Zone Ordinance. Through this ordinance, property owners with "vacant, unimproved, or blighted property" can experience property tax benefits by keeping the property in "active agricultural use" for at least five years. [3] Therefore, the property owners contacted owner and executive director Raul Lozano, and thus Valle Verde became the first urban agricultural organization in San Jose since it passed the ordinance in October 2016. Valle Verde is an urban farm located on a formerly vacant property. It serves as a supplier of what founder Raul Lozano terms "ethnic seedlings." These are vegetables commonly found in some cultural diets that are not typically found in supermarkets. He saw a need and created his nonprofit with the hopes of empowering community members to become their own source of the food they love.



Figure 2.1: The Lakehouse District



Figure 2.2: Proposed banners to commemorate the Lake House district, as photographed by Kyle Williams, student videographer



Figure 2.3: Valle Verde Urban Greenhouse



## School of Visual Philosophy

This school engages the community in Silicon Valley through a three-tiered educational structure in the disciplines of art and technology. The educational structure is broadly classified into group studio sessions, workshops, and courses. Some examples of skills and crafts taught here include welding techniques, ceramic sculptures, and printmaking.



Figure 2.4: School of Visual Philosophy

## San Jose Learning Center

SJLC was founded in 2011 by SJSU MBA alumna Alicia Forbrich. Her inspiration came from her respect for people from different cultures and languages. SJLC is a school offering a wide variety of language classes to teens and adults, with a focus on individual language cultures and customs as part of the class.



Figure 2.5: San Jose Learning Center

## iJava

iJava is a coffee and eatery establishment, and is a favorite for many residents and visitors. It is located within walking distance of the Children's Discovery Museum. Delmas Avenue is their first location out of three locations.



Figure 2.6: iJava

## Fire Station 30

Fire Station 30 is situated on Auzerais Ave. During the Great Recession, resources to Fire Station 30 had been cut, leaving the station without a truck or water apparatus to be able to put out fires. During this time, there were multiple fires in the neighborhood, two of which were directly across the street. Unfortunately, the houses burned down without the resource of a working fire truck. When councilmember Raul Peralez came into office, he was able to restore funding to Fire Station 30. It is now equipped with a working fire truck complete with water apparatus, and has since put out fires in the neighborhood.



Figure 2.7: Fire Station 30



## Murals on buildings

A significant contributor to the uniqueness and character of the community are the art murals that beautify this neighborhood. Murals help to provide a sense of aesthetic in a community and can brighten up an otherwise monotonous wall, making it feel more welcoming and inviting. Murals can contribute to placemaking and can greatly improve the pedestrian experience in a space.

A few murals were already present in the community when this assessment process began. The most notable one is the “Welcome to San Jose” mural on the San Fernando Street side of the Delmas Market. The other mural that was found in the community is on the south wall of the San Jose Learning Center, which depicts international monuments to reflect the variety of languages taught at the school. Thanks to PowWow, an international arts festival, and the first San Jose citywide mural painting effort, there are now a few new



Figure 2.8: Murals in Delmas Park

murals within Delmas Park. One was painted along the back wall of the Poor House Bistro, a restaurant where diners can listen to live music and eat New Orleans-inspired delicacies. Two new murals were added to Alicia Forbrich’s properties in Delmas Park, one on the east side of the SJLC building.

## 2.2 Critical Partnerships within Delmas Park-The Community’s Greatest Asset

In addition to the incredible people that make up Delmas Park, a variety of community partnerships play a significant role in the community and are a tremendous asset.

### Community Organizations

Following is a list of some of the major community organizations and facilities in Delmas Park. It was utilized to determine subjects for interviewing. Going forward, this list will serve as a vital resource for identifying key stakeholders and potential resources



for current and future work with the neighborhood.

### The Delmas Park Neighborhood Association

The Delmas Park Neighborhood Association is the local neighborhood association representing residents in the Delmas Park community.

“**Mission:** The Delmas Park Neighborhood Action Coalition’s purpose is to undertake projects that:

- Keep the community safe, clean, and vibrant
- Instill a sense of community in the neighborhood
- Improve the quality of life of all residents by promoting appropriate projects for infrastructure, services and community amenities.”

According to the association’s website, the “The Neighborhood Association engages in year-round events to benefit residents, including dumpster days, garage sales, the Giving Tree at Christmas, National Night Out, Neighborhood Watch, and an annual Bastille Day picnic. DPNA works to partner with other local institutions where appropriate including our District 3 Council reps, local businesses, Guadalupe Creek Preserve, CommUniverCity, San Jose Downtown Association, and others.”

## Citywide Community Organizations, Associations, and Key Government Institutions

In addition to the local community organizations, larger organizations outside the neighborhood help to bolster the community's strengths.

### City Council District 3

This is represented by city councilmember Raul Peralez, who is responsible for serving the Delmas Park community. David Tran, his staff member, is assigned directly to the Delmas Park community, and he frequently attends and participates in community events and the Delmas Park Neighborhood Association meetings.

### Preservation Council of San Jose

It is a nonprofit organization dedicated to preserving and promoting the continued use of historically significant resources in San Jose and to encouraging quality new design. They believe "that preserving San Jose's past encourages community pride, enhances local quality of life, benefits the environment by supporting reuse and recycling, helps increase property values, and promotes tourism and trade." The Council played a significant role in the preservation of the Lakehouse Historic District in the community.

### Catholic Charities of Santa Clara

The nonprofit works to strengthen families and build economic self-sufficiency for the poor and

vulnerable in the county. Catholic Charities manages the low-income apartments at Columbia and Bird, and may be a valuable resource for reaching out to low-income tenants in the area.

### San Jose Downtown Association (SJDA)

SJDA is a non-profit, membership-based organization founded in 1986 to represent business and property owners. SJDA's goal is to make downtown a better place for businesses, residents and visitors through events, advocacy, marketing, and placemaking. [4] In 2007, a Property Based Improvement District (PBID) was formed to provide enhanced services for safety, cleaning, and beautification in the downtown area. Private property owners pay an assessment fee for these services. The PBID, which also encompasses the SAP Center and City Hall, is bounded by Saint James Street to the north, Reed Street to the south, Highway 87 to the east, and Third Street to the east.

### Exhibition District

This organization aims to curb graffiti, beautify streets, instill civic pride, and create a free, outdoor public art gallery of high-quality murals.

### Local Color

Housed at 27 South First Street, Local Color was created to reactivate out-of-use or inactive buildings into an adaptive incubator for creatives and the community to gather and take part in placemaking.

### Empire 7 Studios

Established in 2008, Empire Seven Studios is an urban contemporary art gallery located in San Jose. It has advocated for local and global artists by creating opportunities and providing a place to elevate and highlight emerging talents on a grand scale. Juan Carlos Araujo, the gallery's director and consultant, was responsible for initiating, organizing and coordinating the Pow Wow San Jose events and murals. [5]

### SPUR

Through research, education and advocacy, SPUR promotes good planning and good government in the San Francisco Bay Area. [6] Because of the concentration of transit amenities in Delmas Park, combined with the future transit enhancements that will be provided with the new BART station and High-Speed Rail station at Diridon, SPUR is very focused on the area. In March 2014, SPUR issued a special report titled, "The Future of Downtown San Jose: How the South Bay's Urban Center can Achieve its Potential." In the report, SPUR calls for density and a concentration of jobs around the new BART stations.

### Businesses in the community

Local businesses, like residents and organizations, are an important asset within communities. This section examines Delmas Park's main business corridor and identifies both what is working well in the commercial area and some of the challenges that it faces.

## The business environment and commercial corridor

Delmas Park's commercial character is formed by a wide range of businesses within the neighborhood, with automobile services being the dominant type. The core business corridor lies along San Carlos Street, between Delmas Avenue to the east and Bird Avenue to the west. However, the public realm of the district does not embody traits of a healthy, complete, lively and active corridor. Some residential stakeholders, such as Kathy Sutherland, who described her community as “a poster child for bad planning,” expressed frustrations with the prevalence of auto-oriented businesses within and immediately adjacent to residential areas.

There are many large gaps between businesses, as much of San Carlos Street is fronted by parking lots and deep building setbacks. In addition, the street is not pedestrian-oriented or inviting due to factors such as a concentration of auto-oriented businesses like tire service and auto parts



Figure 2.9: Delmas Market on San Fernando Street.

shops, sidewalks that are interrupted by driveways and auto-service garages, a lack of adequate shade for pedestrians, and multiple vacant lots. Improvements need to be made for adequate pedestrian crossings, traffic calming, recycling and trash containers, and places for people to sit or enjoy the corridor. Also, many of the businesses are spread out throughout the neighborhood, instead of concentrated along one main commercial corridor. Outside of the San Carlos commercial corridor, several streets feature automotive or other light industrial businesses, marked by front-yard parking lots.

Other important businesses that shape the community include mini markets and local restaurants. Three mini markets service specific segments of the population and the residents: the Delmas Market on San Fernando and Delmas Avenue, the Habesha Mini Market on Bird Avenue and Auzerais Avenue, and the Mi Rancho Market on Auzerais Avenue between Josefa Street and Willis Avenue.



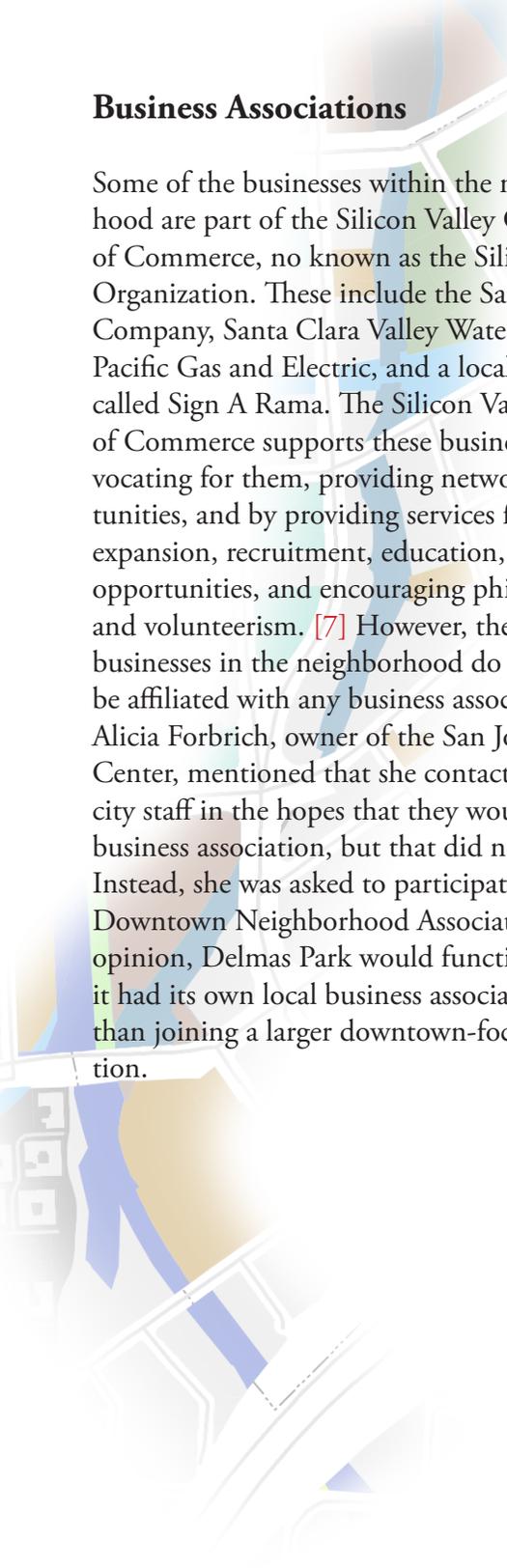
Figure 2.10: Habesha Mini Mart on Bird Avenue. Source: Google Maps. Retrieved from [goo.gl/t4FiAf](http://goo.gl/t4FiAf) (accessed Dec 11, 2017).

There are a few locally-based restaurants and eateries available within and adjacent to the community, including iJava Café and Eatery, Mudai restaurant, Poor House Bistro, El Jalapeno Rojo Mexican Restaurant, Patty's Inn, and the Paradiso Sandwich Shop. Hair salons and barber shops are scattered throughout the neighborhood, providing services to local residents typically found in vibrant commercial corridors. Orchard Supply, located at the corner of Royal and Auzerais, had a long history of providing orchard, gardening, and hardware supplies in San Jose, it has now since closed. What appears to be missing are “daily needs” establishments such as grocery stores, drug stores, and other shops commonly found in vibrant business corridors.

Overall, with the concentration of businesses along San Carlos Street and the existence of some uniquely local haunts, the neighborhood has the basic structure necessary for the evolution of a vibrant and walkable commercial corridor that adequately serves residents' daily needs.



Figure 2.11: Mi Rancho Market on Auzerais. Source: Google Maps. Retrieved from [goo.gl/E2LojH](http://goo.gl/E2LojH) (accessed December 11, 2017)

A faded, light-colored map of a neighborhood is visible in the background on the left side of the page. It shows various colored areas in shades of blue, green, yellow, and brown, representing different zones or parks. The map is partially obscured by the text.

## Business Associations

Some of the businesses within the neighborhood are part of the Silicon Valley Chamber of Commerce, no known as the Silicon Valley Organization. These include the San Jose Water Company, Santa Clara Valley Water District, Pacific Gas and Electric, and a local company called Sign A Rama. The Silicon Valley Chamber of Commerce supports these businesses by advocating for them, providing networking opportunities, and by providing services for retention, expansion, recruitment, education, leadership opportunities, and encouraging philanthropy and volunteerism. [7] However, the remaining businesses in the neighborhood do not appear to be affiliated with any business associations.

Alicia Forbrich, owner of the San Jose Learning Center, mentioned that she contacted San Jose city staff in the hopes that they would initiate a business association, but that did not materialize. Instead, she was asked to participate with the Downtown Neighborhood Association. In her opinion, Delmas Park would function better if it had its own local business association, rather than joining a larger downtown-focused association.

## 2.3 The Diversity of Delmas Park - the Neighborhood's Demographics

This section explores some key demographic, social, and economic characteristics about the people of Delmas Park. This data is important as areas with different population characteristics have different planning needs and imply varying challenges and opportunities. Data here originates from the 2010 US Census, the US Census Bureau's annual American Community Survey 2017, and estimates from the demographic analysis unit of spatial analytics company Esri.

### Population and Density

Delmas Park is a small neighborhood with a population of 1,563 inhabitants (US Census Bureau, 2010). This represented a growth of 1.36 percent from 2000 to 2010. The population density of Delmas Park is 5,788 residents per square mile, which is comparable to the City of San Jose's population density. However, as shown in figure 2.12, the vast majority of the population lives between Los Gatos Creek and Highway 87.

### Age of Residents

The age cohort data obtained from the US Census 2010 is shown in Table 2.1. Table 2.1 reveals that 50 percent of the total population is between ages 20 to 49. This age group is generally considered as the working age population. The dependency ratio of Delmas park is 27 percent which is relatively lower than the city of San Jose. (i.e. 45 percent).



Figure 2.12: Population Density Map

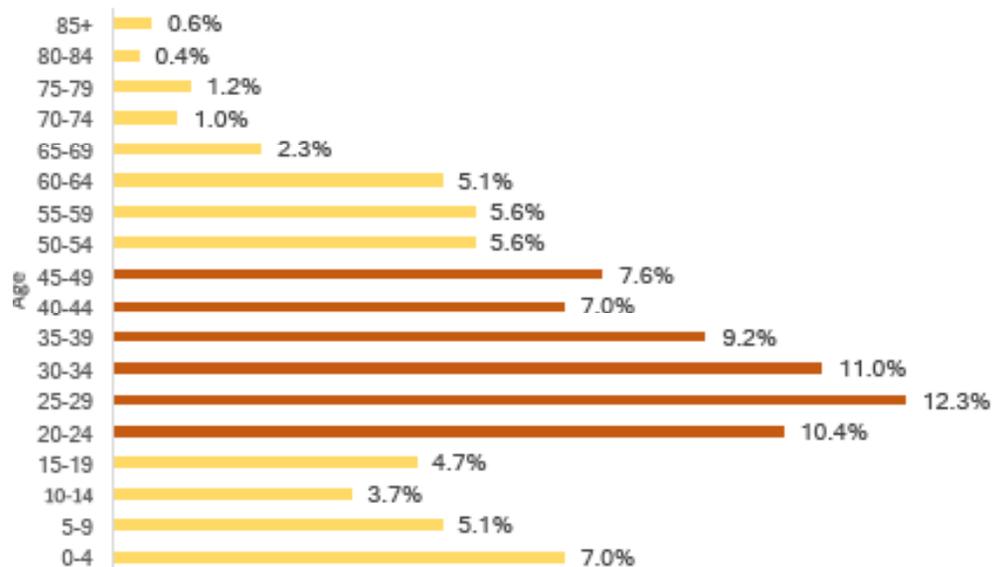
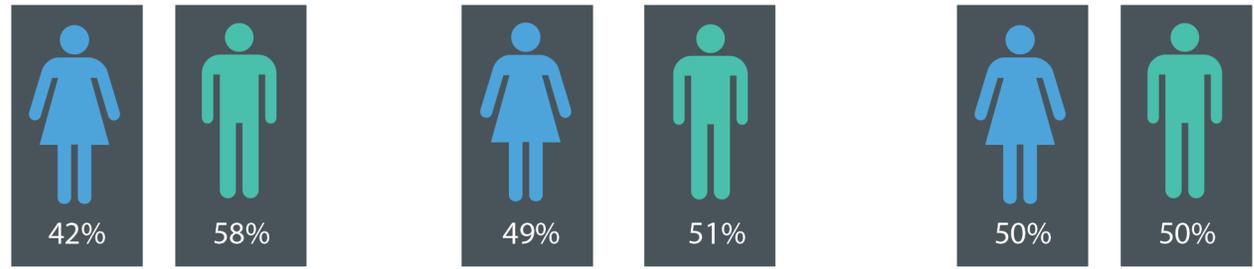


Table 2.1: Population Distribution by Age Cohort - 2010. Source: US Census 2010

## Population by Gender

One of the more curious statistics about Delmas Park is that the ratio of men to women in the community is noticeably high. Typically there are roughly an even number of men and women, with women being slightly more prevalent due to longer average lifespans. However, in Delmas Park, 58 percent of residents are male compared to 42 percent who are female. The City of San Jose is slightly more heavily male than average, with 51 percent of City residents being male. The prevalence of males is also lower than other neighborhoods located near Delmas Park including SUN, Spartan Keyes, Almaden, and Northside.



Delmas Park

City of San Jose

Santa Clara County

Table 2.2 Male to Female Distribution of Delmas Park, San Jose, Santa Clara County. Source: US Census 2010

## Race and Ethnicity

Delmas Park is a majority Hispanic community, with 55.2 percent of residents being of Hispanic Origin. Non-hispanic Whites are the second most common group comprising just under one quarter of the population. Asians make up 9.1 percent of the population and Black/African Americans make up 6.7 percent. Hispanics and Black/African Americans are more represented in Delmas Park than in the City as a whole while White and Asian residents are relatively less represented in the population.

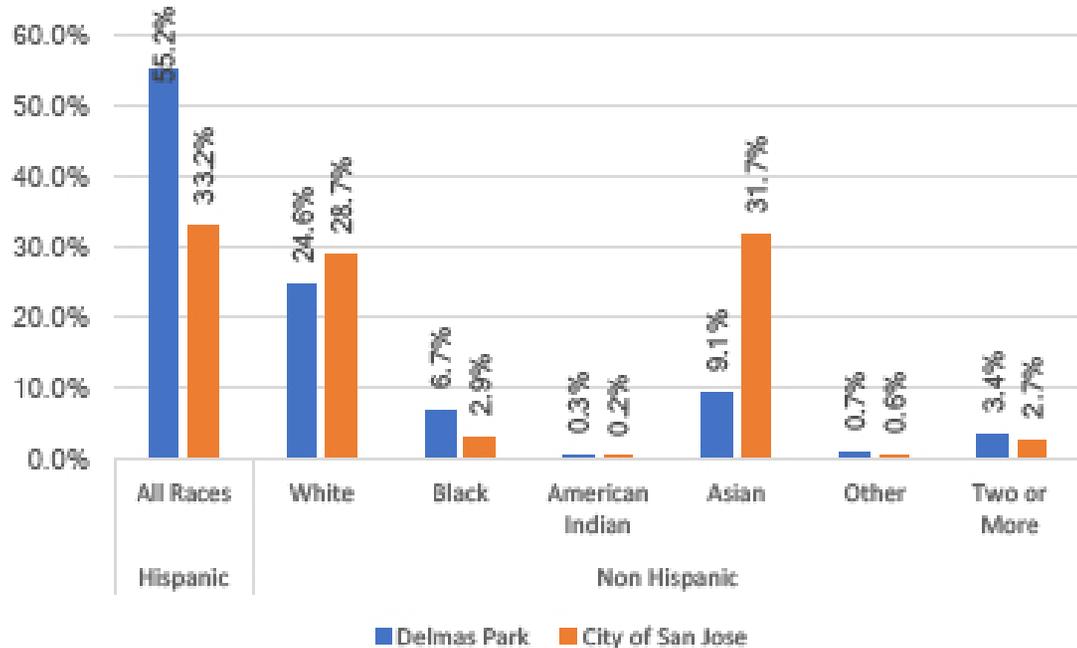


Table 2.3: Combined Race and Hispanic Origin Composition in Delmas Park and nearby Neighborhoods. Source: US Census 2010

## Homeownership - 2010

As per US Census 2010, the number of households in Delmas Park is 777. The average household size of Delmas Park is 2.13 persons per residence. The household ownership characteristics in Delmas Park and nearby neighborhoods shown in Figure 2.4 reveal that the majority of the neighborhood population is comprised of renters. Delmas Park has a comparable population ratio of owners and renters to that of the Almaden and SUN neighborhoods. However, Delmas Park's owner vs. renter ratio is very unique in relation to San Jose. Whereas only 22.2 percent of Delmas Park households are occupied by owners and 77.8 percent households are renter occupied, over half, or 58.5 percent, of citywide households are owner occupied with 41.5 percent of households are renter occupied.

## Educational Attainment

The educational attainment of Delmas Park is similar to the city of San Jose with the majority of the population having completed high school and high numbers of college graduates. Over 80% of the population have completed at least high school. Over 39% of the total population have completed a bachelor's/graduate/professional degree.

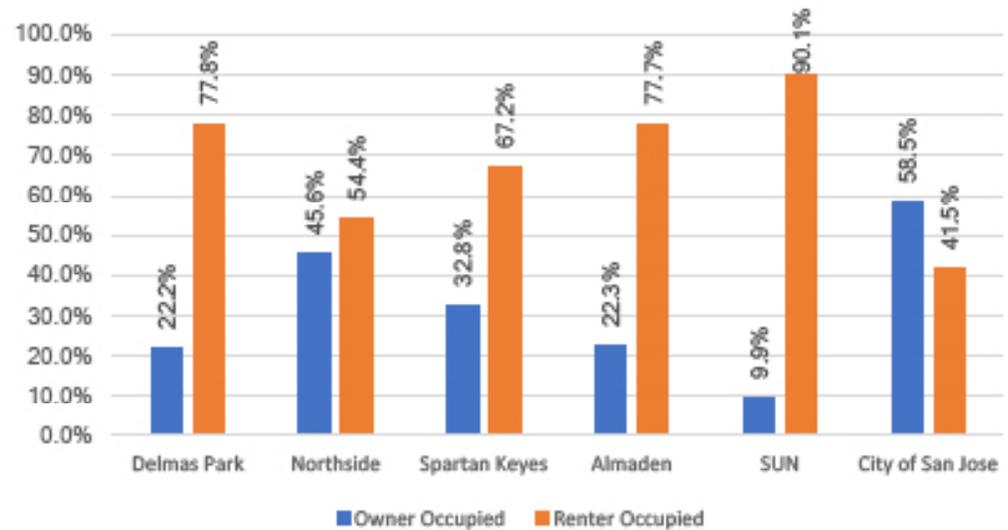


Table 2.4: Percentage of housing units occupied by owners and renters.  
Source: US census 2010, Esri Community Analyst

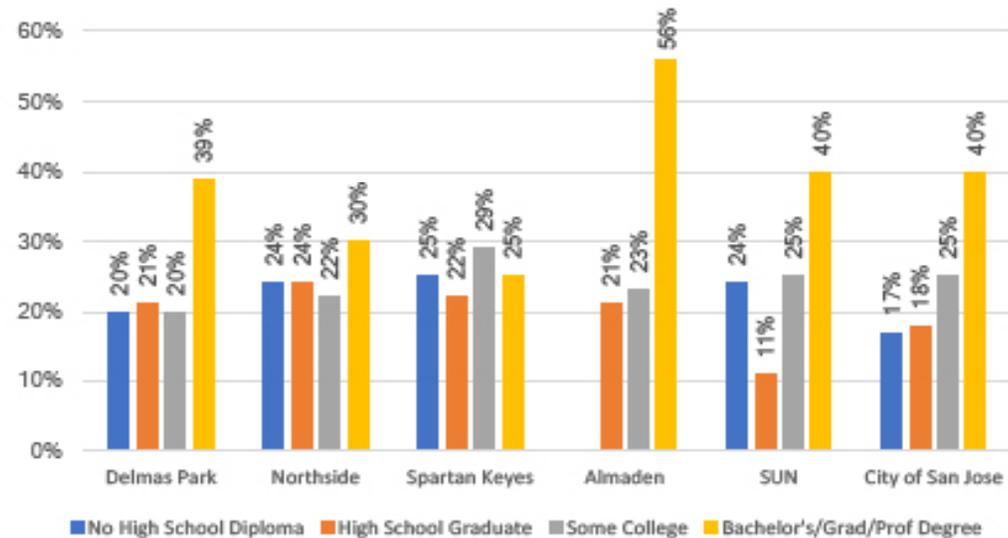


Table 2.5: Education attainment comparison for Delmas Park, nearby Neighborhoods and City of San Jose.  
Source: Esri Community Analyst.

## Income

The median household income of Delmas Park is \$48,916, which is relatively low in comparison to the city as a whole (\$88,028) Table 2.6 compares the median household income of nearby neighborhoods. That said, income of Delmas Park households is more comparable to other Central San Jose neighborhoods. Almaden and SUN have lower median household incomes, while the Northside community has a higher median household income compared to Delmas Park.

## Unemployment

An area of concern is a relatively high unemployment rate among Delmas Park residents. According to demographic estimates by spatial analytics company ESRI, Delmas Park has an unemployment rate greater than 10.2 percent. This is higher than the other nearby neighborhoods and the City of San Jose's relatively low rate of 5.1 percent.

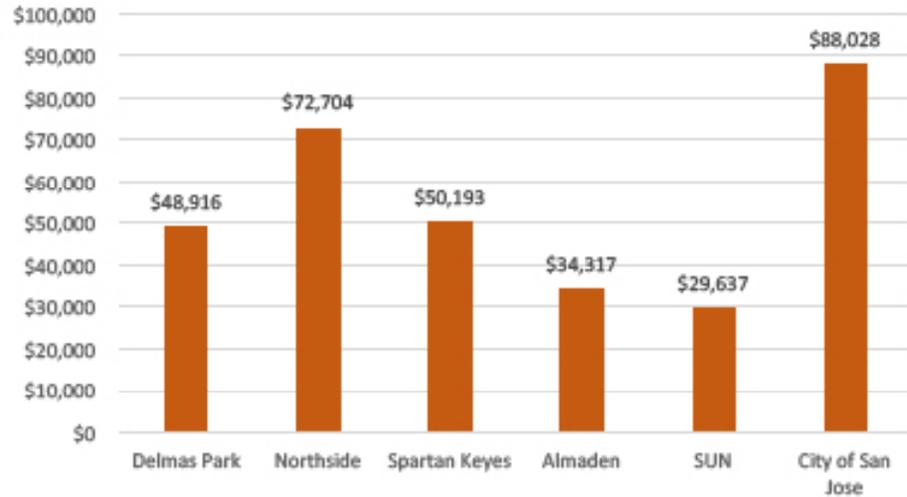


Table 2.6: Comparison of Median Household Income for Delmas Park, nearby Neighborhoods and City of San Jose.

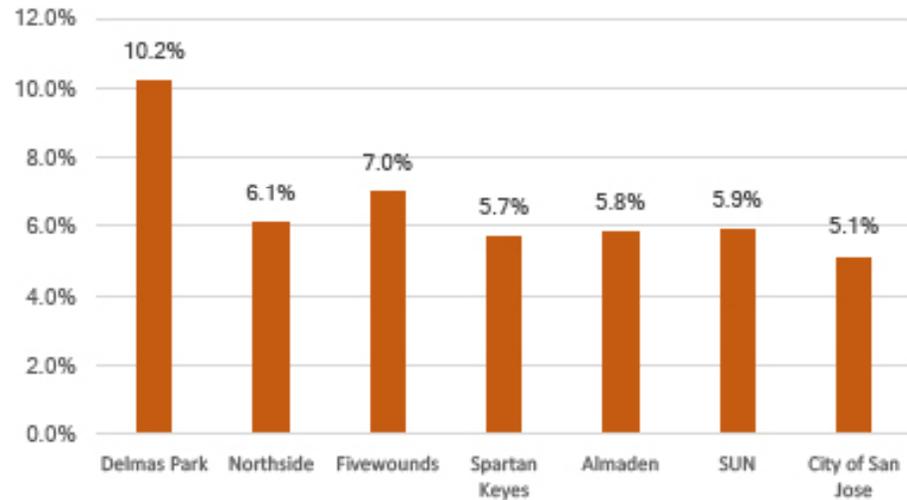


Table 2.7: Comparison of percentage of unemployment rate in Delmas Park, nearby Neighborhoods and City of San Jose.

## 2.4 Key Project Stakeholder

### Interview Subjects: Individuals and Groups that Live, Work, and Shape Delmas Park

The interviews conducted for this assessment included some of the key stakeholders in the community. Below is a brief summary of each interviewee.



**Kathy Sutherland** is a long-time resident of the Delmas Park community. She is an active and engaged community member in both Delmas Park and the city of San Jose as a whole. She is the President of the San Jose Parks Foundation and a member of the Delmas Park Neighborhood Association.

Kathy's words/phrases that describe Delmas Park:  
 | transit-rich | in transition | ready for development | extremely neighborhood friendly |



**Sarah Springer** is the Vice President of the Delmas Park Neighborhood Association and a resident of the community. She also serves as the Treasurer for Act for Mental Health. In addition, both she and her husband, Bert, are leaders with the South Bay Clean Creeks Coalition, performing creek clean-ups every other

month. Sarah and Bert also volunteer with the anti-litter and Adopt a Street Program through the City of San Jose's Parks, Recreation, and Neighborhood Services Department.

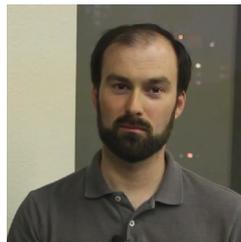
Sarah's words/phrases that describe Delmas Park:  
 | diverse | changing | friendly | great place to live |

**Bert Weaver** is the former President of the Delmas Park Neighborhood Association and the current Treasurer. He is also the president of the Homeowners Association (HOA) of Parkside Condos, where he and his wife, Sarah, reside. Bert also serves as a member of the community working groups for the BART extension to San Jose and the California high-speed rail (HSR) project. Bert recently received special recognition as the "Volunteer of the Year" for his work in the community by the City of San Jose.



Bert's words/phrases that describe Delmas Park:  
 | pretty | developing | close to everything | pretty enclosed |

**Andrew Tubbs** is the President of the Delmas Park Neighborhood Association and a resident in the community. As President, he chairs and facilitates the Association's meetings.



**Debra Hunt Lee** is a resident and member of the Delmas Park Neigh-



borhood Association. She was recently appointed to the new role of Communication Liaison for the neighborhood association.  
 Debra's words/phrases that describe Delmas Park:

| eclectic | smart |

**Rosalinda Cortez** is a long-time resident of Delmas Park. She has lived in the neighborhood for the last few decades. Her mother bought several houses in the Lake House District along Gifford in the 1960's. Rosalinda is an active volunteer in the community and participates in events such as the 4th of July block party and the secret santa event in the neighborhood, as well as neighborhood clean-ups.

Rosalinda's words/phrases that describe Delmas Park:  
 | very quiet | peaceful | respectable people live here | fun-going | love this neighborhood, this is where my mom lived |



**Raul Lozano** is the founder and executive director of Valle Verde, a non-profit that grows organic seedlings that benefit low-income families by providing them with income, teaching them gardening skills, and increasing food access for those who like buying vegetable seedlings not commonly found in supermarkets.





**Alicia Forbrich** is the owner and founder of the San Jose Learning Center, an international language school located on San Carlos Avenue at Josefa Street. Ms. Forbrich is also a current member of the

Delmas Park Neighborhood Association and has offered her building as a meeting location for the association. She is also a commercial property owner in the community. She recently participated in San Jose PowWow, by allowing murals to be painted on her buildings by well-known artists.

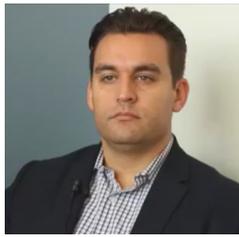


**Thang Do** is a property owner in the Delmas Park neighborhood and owns the Valley Verde site. He is also an architect and CEO of Aedis Architects in downtown San Jose. He also owns

SOFA Market, an innovative urban food hall on South First Street in the heart of the SOFA district. He has served as the chair of the San Jose Planning Commission and is on the board of San Jose SPUR.



**David Hai Tran** is the Senior Council Assistant with the office of Raul Peralez, Council member for downtown's District 3. Mr. Tran serves as the staff liaison to the Delmas Park neighborhood and regularly attends events and Delmas Park Neighborhood Association meetings.



**Raul Peralez** is the City Councilmember for District 3 in San Jose. His role is to be the liaison for all of the District 3 neighborhoods, including Delmas Park.

As the community's elected representative, his role is to "be their voice, liaison, and a good steward of their tax dollars." His office seeks to provide support and to help resolve any problems faced by the community. In addition, his office acts as the advocate in times of crisis. For example, his office helped to restore funding for Delmas Park's Fire Station 30 building, after the lack of this station became evident when nearby structures burned. The councilmember feels very connected to the neighborhood and to San Jose as a whole. In fact, the Welcome to San Jose mural on the Delmas Market wall served as the backdrop for his engagement photos.



**Scott Knies** is the Executive Director of the San Jose Downtown Association (SJDA). He describes Delmas Park as a "frame area neighborhood" for the downtown because

it is a critical gateway into downtown from the west. SJDA is interested in bringing the Delmas Park neighborhood into their Property Based Improvement District (PBID), which currently provides services exclusively focused on the downtown area. As Scott explains, "if we can see [a neighborhood] from the district, we'll invite

our services in there." SJDA has been closely following the Google development project and could serve as a great asset to the neighborhood when it comes time to negotiate with Google. Scott foresees the proposed Google development as "having dramatic effects" in the neighborhood, with "so much potential and promise," but the challenge will be in determining "how to create the there-there." SJDA has also been involved with the High Speed Rail (HSR) meetings. Scott has voiced serious concerns regarding the proposed aerial structure, as it could physically divide the community, encourage homeless encampments and dumping beneath the structure, and become a target for graffiti. He also has been following the Auzerais Avenue Underpass Beautification project. He described the Highway 87 underpass as the "Auzerais Gateway" and explained that underpasses are often "troubled spaces" which are "dark" and "get neglected."

Scott's words/phrases that describe Delmas Park:

| scrappy | jumbled | promising | vulnerable | surprising |

Through these interviews and other conversations with residents, students were also able to identify the challenges that Delmas Park faces. Chief among these are homelessness, vacant lots and poor planning. The following sections more thoroughly discuss the challenges as well as the aspirations residents have for their community.

## Stakeholder-Identified Challenges

The most frequently identified challenge by Delmas Park neighborhood stakeholders was chronic homelessness. Many interviewees identified the homeless as the main perpetrators of robbery, theft, litter, and as exhibiting aggressive behavior towards pedestrians passing by. It was considered to be the root of many community members' lack of safety when walking around the neighborhood.

Another frequently identified challenge were vacant lots and the issues surrounding them, such as homeless encampments, the way that these spaces invite drugs and other illegal activity, and the contribution to blight that empty, unmaintained lots create with overgrown vegetation, dilapidated buildings, and junk piles.

Several constituents also felt that their community had a history of poor residential and neighborhood planning because of the prevalence of automobile shops on residential streets, as well as the concentration of auto-oriented businesses in the small commercial corridor along San Carlos.

During the interviews, many pointed to a lack of schools in the neighborhood. There is no public school within the boundaries of Delmas Park. Gardner Elementary, located to the south on the other side of the Interstate 280 freeway, is the designated school for the Delmas Park community (Figure 2.13). At the October 24th neighborhood association meeting, members described how elementary students must walk on a narrow sidewalk along the Bird Avenue overpass over the freeway and navigate the crossing of both of the freeway on and off ramps, while traffic along Bird speeds by.

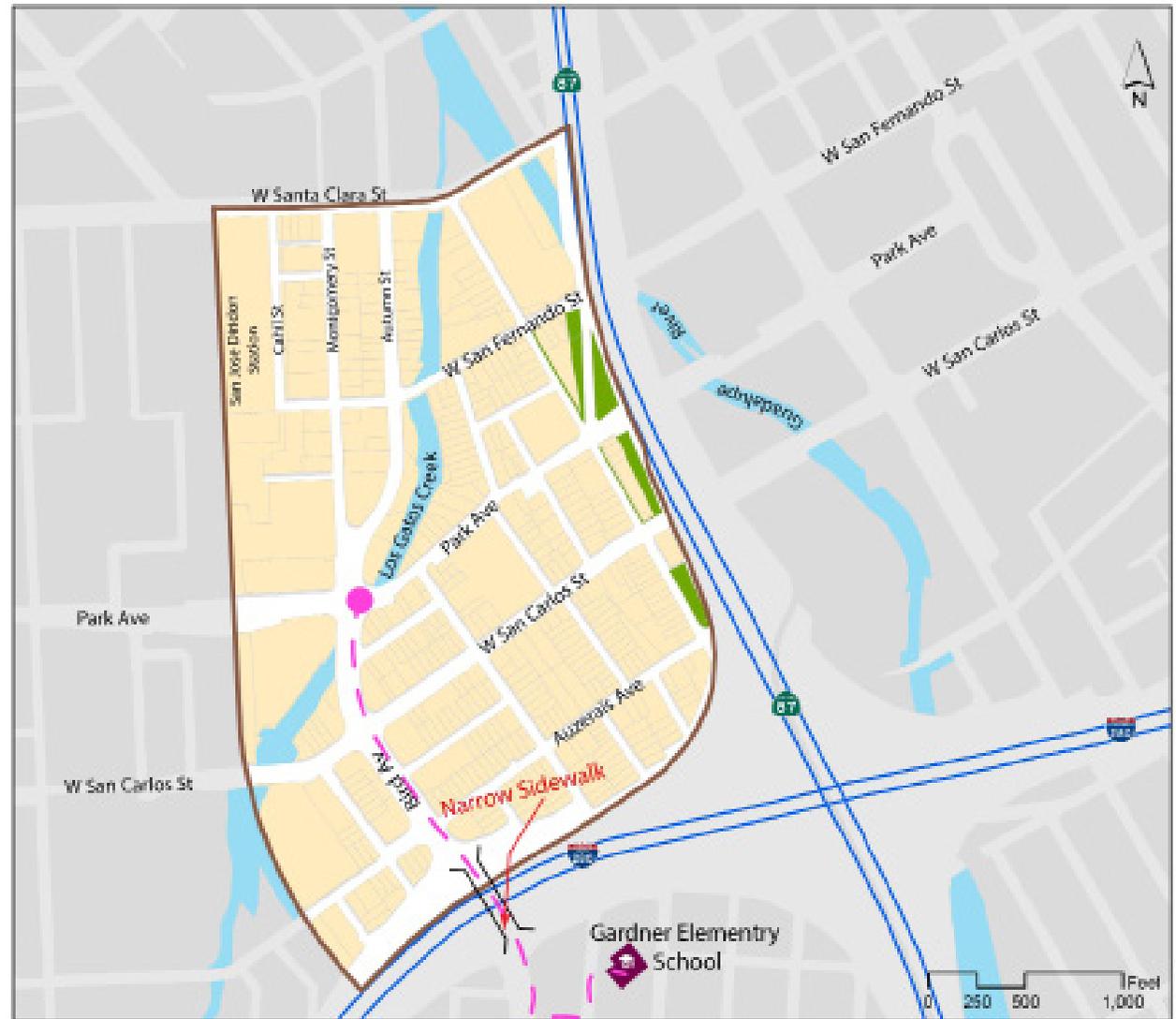


Figure 2.13: Map of Location of Gardner Elementary School

## Current Conditions and Aspirations in Delmas Park

The current conditions play into the community's aspirations for the neighborhood. Most of Delmas Park has mixed land uses, with the majority of residential properties contained between Los Gatos Creek and Highway 87, while pockets of light industrial uses are interspersed beyond the west side of the creek. The West San Carlos Business District and the Lakehouse Historic District have more distinct land uses. The neighborhood is surrounded by popular destinations, such as Adobe-San Jose, San Jose Center for Performing Arts, the SAP Center, and the Children's Discovery Museum. The neighborhood has good transit connectivity. This connectivity to the city and surrounding cities will improve with the proposal for a future high-speed rail station at Diridon.

Some voiced a strong desire to phase out automobile shops from the area. Many expressed a sense of hope regarding the many proposed new residential projects. These individuals were excited by the fact that the projects would be filling in the vacant parcels and would potentially deter the homeless by supporting more residents in the area, and thus more activity, or "eyes on the street" as one interviewee described.

From the survey data, it was observed that the neighborhood lacks a sense of identity within San Jose. Andrew Tubbs, president of Delmas Park Neighborhood Association, stated "we have a lot of amenities just outside the neighborhood but within it we don't really have any

proper parks, we don't have a community center, we don't have a library, we don't have any real churches, we don't have anything that really counts as an amenity, as a public space, as a place people want to spend time." Though it has some well-known eateries, such as the iJava café, Poor House Bistro, and Mudai restaurant, the addition of more local attractions and amenities could help to better define the community and serve to attract more people, while strengthening and more clearly defining the commercial corridor. A clearer sense of place could also be achieved by creating amenities that benefit everyone, such as community gardens, parks, and sociable public spaces, that create a stronger sense of placemaking for the community residents while keeping a clearly defined commercial core.

Some of the other aspirations for the community include having a community center, more retail options at walking distances for residents, and farmers' markets. Having all these factors would not only help to attract more people to the community, but also become a sense of pride for the residents.

An additional common aspiration amongst community members was the provision of resources for the children in the neighborhood. These included a desire for a school, a park, or a children's play area. Rosalinda Cortez stated that she'd like to see a safer route to school for children walking from the Delmas Park community to Gardner Elementary school.

Finally, many community members wished to have more restaurants or shopping options within Delmas Park neighborhood to go to. Many seemed to believe that future development projects would help to bring these amenities. The Delmas Park Neighborhood Association also demonstrated its desire to improve the pedestrian experience along the 87 Freeway underpass in order to help beautify the area and to improve safety, walkability, and connectivity between the Delmas Park neighborhood and downtown. During the October 24th association meeting, members referred to the underpass improvement project. The association has collaborated with the Children's Discovery Museum to draft an Auzerais Avenue Project Beautification plan which proposes art treatments in the underpass area as well as the addition of wayfinding signage and safety enhancements, such as possible improvements to lighting in the area. The beautification project described the underpass zone as a "gateway" to downtown and explained that the proposal "should be seen in the large context of improving the usefulness and safety of this artery to pedestrians and drivers while activating the street to help build an exciting community for residents."

The project appears to be on hold for the moment due to funding delays. The proposal can be found on the Delmas Park Neighborhood Association website, and is included as attachment I to this report.

## 2.5 Results of the 2017 Community Survey

As a testament to Delmas Park being a great place to live, it is worth noting that there are many long-term residents that speak highly of their neighborhood. Out of the 102 surveys collected door-to-door in September 2017, 40 percent of respondents stated they have lived in the neighborhood for more than ten years. Forty percent of residents stated they were very satisfied with living in Delmas Park, and 46 percent of those surveyed would “definitely” recommend this community to someone else as a good place to live.

Additionally, Delmas Park residents are notably altruistic, as survey respondents believed people in their community would help them out in certain situations. For instance, if someone needed their neighbor to watch their home while they were away, about 35 percent of respondents thought it was “very likely” they could find someone in their community to watch their home. Other respondents stated that if a package arrived while they were not home, 43 percent of them knew a neighbor that could accept a package for them. Over half of respondents believed that a great deal of people in their community are willing to report suspicious activities to the police. Approximately 55 percent of respondents stated that they speak to at least one to three neighbors daily for more than five minutes, further establishing a sense of community and social networks being built among Delmas Park residents.

Most importantly, residents living in Delmas Park feel connected to their community and are optimistic about the changes to come. Our survey revealed that half of respondents agreed with the statement that they feel connected to their neighbors and community. Nearly three quarters of respondents believe the community will improve in the next three years. A hopeful community signifies that there is a lot of potential for the community to collaborate and create a future that reflects their unique needs and priorities.

## 2.6 Observations from the Delmas Park Documentary Video

As mentioned in key findings, the people and places that shape the neighborhood, we interviewed people residing in the Delmas Park neighborhood, as well as some other stakeholders in the community. The interviews were focused on gathering key stakeholders’ perspectives of their community in terms of what they view as the neighborhood’s assets, their favorite places in and around the neighborhood, how they get around in their community, what they see as the neighborhood’s greatest challenges, and what their future aspirations are for the community.

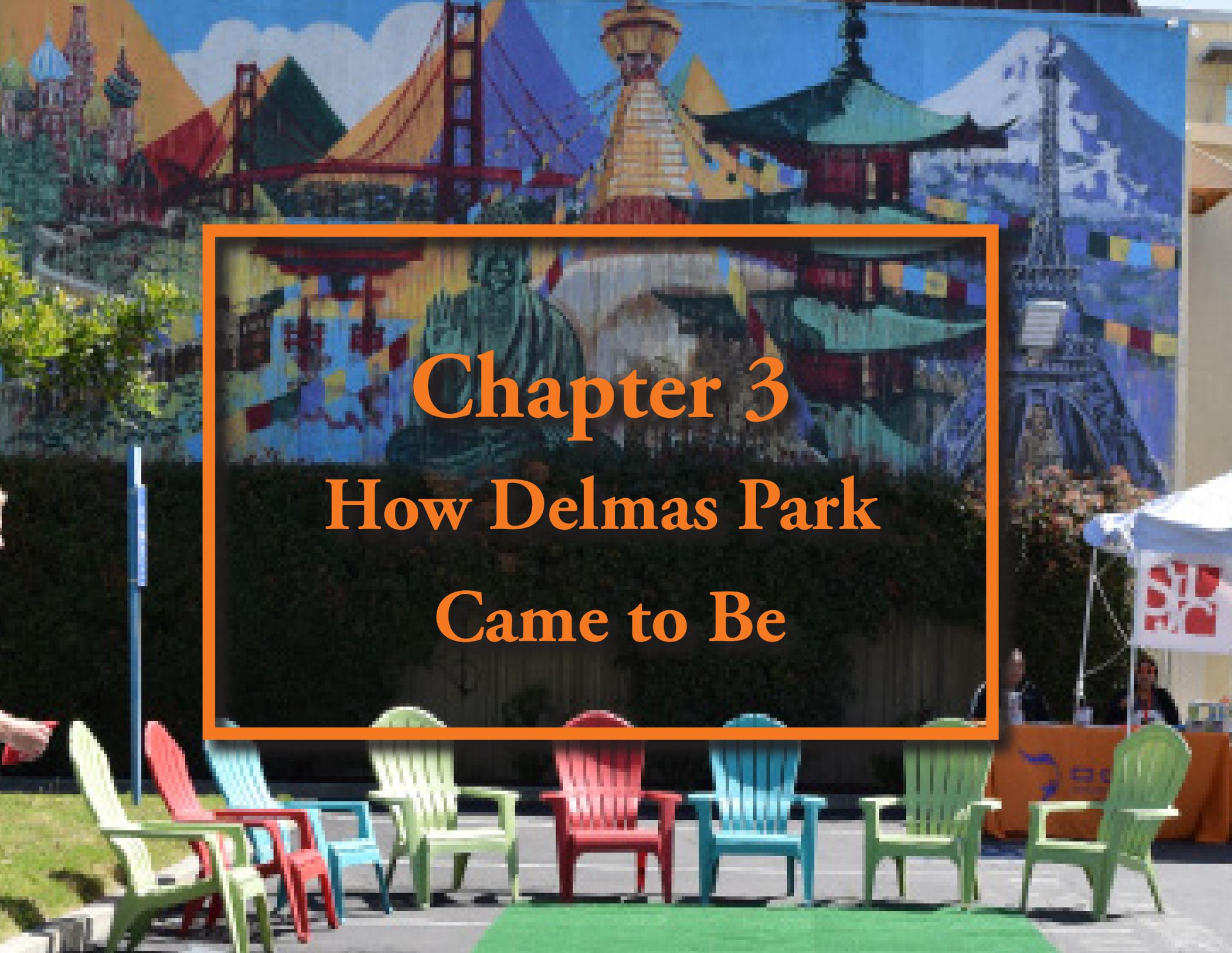
### 2.6.1 A History of the Neighborhood from a Stakeholder’s Perspective

Phil Hood, the previous Delmas Park Neighborhood Association President, states “If we go back sixty years before interstates, we find that Delmas Park, Gardner, and the Hanna-Gregory

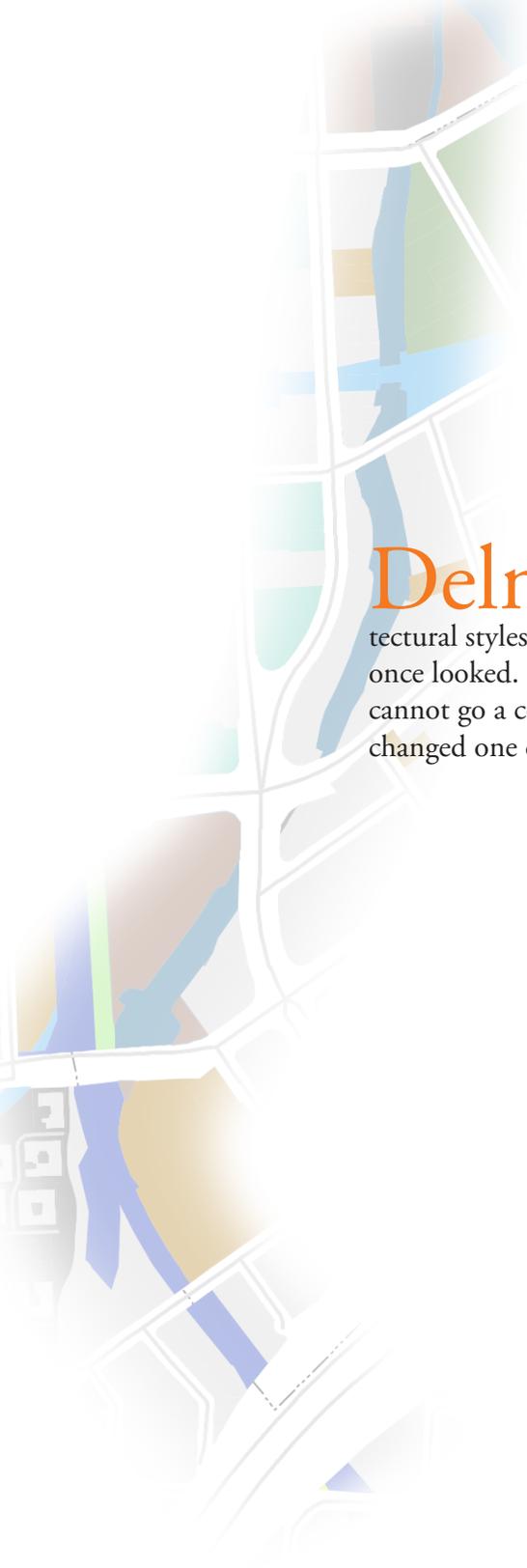
neighborhood were all one neighborhood. They had coffee shops, schools, churches, and so forth in one complete neighborhood. Today, all three of those areas show the long-term damage of being bisected by transit corridors. Thankfully, they are on the way back [to becoming complete neighborhoods]. Delmas now has Diridon and light rail, all kinds of development. Its future is bright.”

## ENDNOTES, Chapter 2

3. City of San Jose, “Urban Agriculture Incentive Zone”, accessed on 10/19/17, <http://www.sanjoseca.gov/index.aspx?NID=5320>.
4. Delmas Park Neighborhood Association, “Home page”, accessed on 11/4/17. <http://delmasparknac.yolasite.com/about-us.php>. Preservation action council of San Jose, “About preservation action council”, accessed on 11/4/2017, <http://www.preservation.org/aboutpacsj.html>. “Exhibition District,” 2017, <https://www.exhibitiondistrict.com/> (accessed November 7, 2017). “Local Color,” 2017, <https://www.exhibitiondistrict.com/localcolor> (accessed November 7, 2017).
5. “About Empire 7 Studios,” 2017, <https://www.empiresevenstudios.com/about-e7s-empiresevenstudios-japantown-sanjose/> (accessed November 7, 2017).
6. “SPUR IDEAS + ACTION FOR A BETTER CITY,” 2017, <http://www.spur.org/about/our-mission-and-history> (accessed November 7, 2017).
7. The Silicon Valley Organization, “About, Who we are and what we do,” <https://www.thesvo.com/who-we-are-what-we-do/> (accessed on December 8, 2017).



**Chapter 3**  
**How Delmas Park**  
**Came to Be**



**Delmas Park's** rich history is still visible in today's neighborhood. Past architectural styles are still present in the Lakehouse District, giving people a glimpse of how the neighborhood once looked. Industries that helped shaped the neighborhood, like auto, are still prominent in the area. One cannot go a couple of blocks in Delmas Park without running into an auto shop. Though Delmas Park has changed one can see how its history has shaped the neighborhood.

### 3.1 The Settlement of San Jose

Delmas Park has a very rich and colorful past. Early in the Bay Area's history, the native Costanoan Indians lived off the lands that now make up Delmas Park and the surrounding areas. The Costanoans lived in villages along the Guadalupe River, Coyote Creek, and Los Gatos Creek.[8] In the early nineteenth century, ranches were the primary land use in and around San Jose and the Delmas Park area. These ranches were prominent up until the 1820's. Once the European migrants started to settle in the region, they used the land initially for wine and flour production. By the 1830's, Europeans began to exploit the Costanoans for labor, destroying their culture by exposing them to diseases. By 1834, native Costanoans moved to ranches, where they worked as manual laborers.[9] Costanoan Indians left their mark on the surrounding area, and preservation displays and exhibits can be found at Deer Hollow Farm in Cupertino and the Don Edwards Baylands Preserve interpretive center in Alviso.

Delmas Park also had a variety of businesses in the neighborhood that changed over time due to advancements in technology. San Jose has shifted from an agricultural community with related businesses such as vineyards, distilleries, fruit canning companies and grain, hay and feed sales to becoming the Capital of Silicon Valley.

### 3.2 Historical Context

San Jose is California's oldest civil settlement and the state's first capital, founded in November 1777 under orders from Governor Felipe de

Neve.[10] The settlement was first established on the banks of the Guadalupe River. During the Mission period from 1797 to 1834, most of the land in this neighborhood served as pastures for cattle. In 1842, the lands were granted to Roberto, a Christianized Native American of Mission Santa Clara. Through time, these lots were subdivided and in 1857, the lands were sold to the Sunol family and Henry M. Naglee. The Sunols built an adobe as a local landmark. The Sunols'

land was later subdivided and sold to Antoine Delmas. In 1860, Henry M. Naglee subdivided his property into lots which encompass the Delmas Park neighborhood, bounded by West San Fernando Street to the north, Park Avenue to the south, and South Montgomery Street to the west. Eventually, the city's first residential neighborhoods grew up around this area, forming a direct connection to downtown San Jose. However, the construction of Highway 87 served to separate the neighborhood from downtown.

By the 1850's, there was a short-lived silk industry. Soon after, the lands in present-day San Jose had become an agricultural-producing powerhouse for the entire country. Agricultural industries thrived up until World War II. After the war finished, technology became the main driver for economic growth in the entire valley.

### 3.3 People and Businesses that Shaped Delmas Park over Time

Many industries were present within the Santa Clara Valley during the mid-nineteenth century due to abundant natural resources. Ranching, farming, lumber, industrial, and other industries encompassed the entire valley. Over the years, the types and numbers of businesses in Delmas Park have fluctuated and evolved with advances in technology. Many industries flourished because of the size of the population and the central location near ports and relative proximity to San Francisco. In 1884, many of the businesses in Delmas Park were agricultural-related, service-oriented, or retail-based.

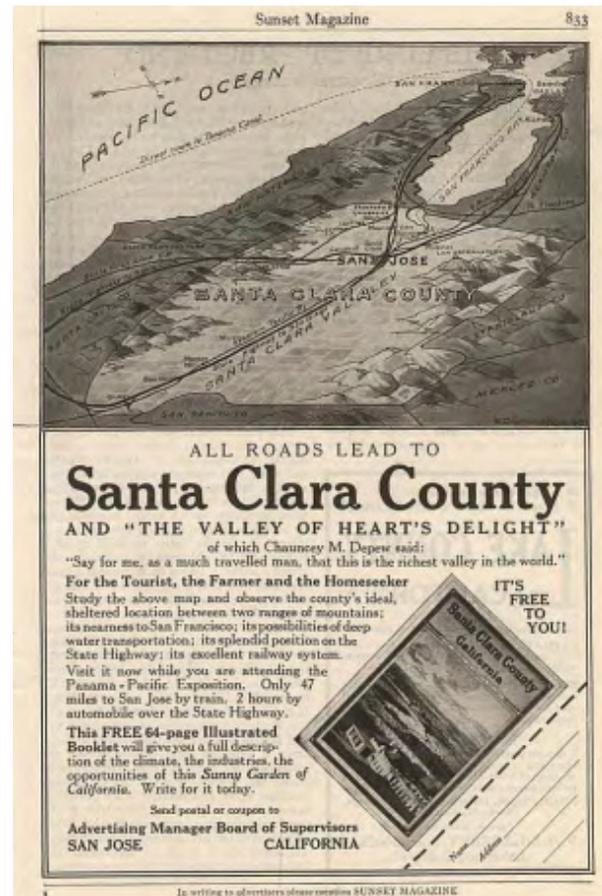


Figure 3.1: A historic nickname for this region was "The Valley Of Heart's Delight." 6. Source: [https://www.sccgov.org/sites/dpd/DocsForms/Documents/HHP\\_201202\\_Historic\\_Context.pdf](https://www.sccgov.org/sites/dpd/DocsForms/Documents/HHP_201202_Historic_Context.pdf)

There is a rich history of agricultural businesses in Delmas Park. The Santa Clara Valley relied on two industries which dominated the local economy: sericulture (silk farming) and agriculture. Agricultural businesses ranged from vineyards, distilleries, and grain, hay, and feed sales. A number of fruit canneries were also located in this neighborhood. Over time, Santa Clara Valley became affectionately known as the Valley of Heart's Delight. This nickname alluded to the land uses of the area and signified Santa Clara Valley as a dominant producer within the agricultural sectors. Delmas Park also benefited from convenient access to trade and commerce facilities offered by navigable waterways and inter-city railroad lines. The Los Gatos Creek and the Guadalupe River flowing through, and near, Delmas Park provided direct links to the community's rich history as a booming agricultural hotspot.

Industrial businesses were also present in 1884; however, these types of businesses were minimal. The industrial businesses included tannery drying, blacksmiths, foundries and machine shops and warehousing. In 1891, other types of businesses emerged in the neighborhood such as carpenters, mattress repair shops, a laundromat, soap factories and a cigar factory. Public uses also expanded in the neighborhood, and baseball grounds, picnic grounds and an agricultural park with horse stables and a race track were introduced.

From 1915 to 1950, the type of businesses shifted to auto-oriented uses. With the invention of the Model T Ford, automobiles became popularized in the 1920s. By the 1950s, there were

approximately 24 auto repair and auto businesses and seven oil companies in Delmas Park. Auto repair and auto businesses may have had a large presence in Delmas Park, but fruit businesses and canneries, factories, lumber businesses and warehouse/storage businesses still existed in the neighborhood. By the 1950s, there were approximately 137 businesses in Delmas Park. Numerous types of industries led to a diverse neighborhood. Initial immigrants mainly included Mexican Rancheros to work the lands. The California Gold Rush was a major historical event that contributed to the diversity of people living in Delmas Park.<sup>[11]</sup> Between 1851 and the early 1900s, there was a significant French community living

	1884	1891	1915
Warehouse/ Storage	2	1	10
Grain Sale and Feed	1	3	3
Distillery /Vineyard	2	2	1
Factory	1	3	4
Foundry	2	2	1
Paint Shop	3	1	0
Auto Repair /Uses	0	0	24
Oil Companies	0	0	7
Fruit Businesses/ Cannery	0	1	7
Carpenter	0	1	3
Lumber Businesses	0	0	6
Second Hand Shops	0	0	4

Table 3.1. A categorization of types of businesses, and the amount of businesses, that existed in Delmas Park in the years 1884, 1891, and 1915.

in Delmas Park. <sup>[12]</sup> Botanists from Europe, predominantly France, came to the Santa Clara Valley followed by people from Japan, Belgium, and other European countries. <sup>[13]</sup> It was not until after the 1900s that northern Italians moved into the region.<sup>[14]</sup>

## Wine and Agricultural Industries Reign during the Mid-Nineteenth Century

One of the most influential people that emigrated from France in the 1850s was Antoine Delmas. He was a prominent entrepreneur that had revolutionized the wine industry in Northern California (Figure 3.2). After he imported a grape known as “Black St. Peter” from France,



Figure 3.2: Photo of Antoine Delmas with his two sons, Delphin and Joseph. Source: A Companion to California Wine: An Encyclopedia of Wine and Winemaking from the Mission Period to the Present, by Charles L. Sullivan, p. 87.

Zinfandel production in the Santa Clara Valley wine industry grew rapidly.[15] Appropriately, both Delmas Avenue and the neighborhood are named after this family.[16]

During the 1850s, there were other importers of wine grapes who had influenced the wine industry, such as Etienne Thee, Charles Le Franc, Pedro Sainsevain, Victor Speckens, and John Auzerais.[17] John Auzerais and Edward Auzerais were brothers who emigrated from France together, and established a general merchandise store in 1849. [18] They later constructed the Auzerais House, the Pacific Hotel, the City Market, and the Central Block within Downtown San Jose.[19] Auzerais Avenue, previously known as Sainsevain Street, is named after John Auzerais. [20]

Another sector of agriculture that thrived in this area was the prune industry, spearheaded by Louis Pellier who was known as the “Prune King.”[21]

## Fruit Canneries

Around the middle of the 19th century, canning became a staple agricultural industry for San Jose and the Delmas Park area. Many small canneries established themselves and as time progressed, more dominant canneries incorporated the smaller ones. Approximately 25,000 men, women, and children worked as seasonal employees for San Jose’s two dozen fruit canneries. Fruit production and processing continued to be the dominant industry until the 1960s.[22]

James M. Dawson established the first commercial cannery in 1871.[23] The San Jose Fruit Packing Company was a large complex bordered by present-day Auzerais Avenue, West San Carlos Street, and Los Gatos Creek (Figure 3.3).[24] By the 1890s, the cannery was one of the top global competitors, shipping over 6.6 million cans annually.[25] Although the canning industry was a significant one, there are also several other noteworthy industries within the neighborhood.



Figure 3.3: Sanborn Map from 1891-1901 vs. Aerial view in 2017 Source: <http://onlineexhibits.historysanjose.org/cannerylife/through-the-years/1917-1966/cal-pak/plant-number-3.html>.



Figure 3.4: Hawthorn California Packing Corporation was one of the many fruit companies. Source: Fruit label from California Packing Corporation, “successor to Griffin and Skelley Co.,” Robert Bowdidge collection, [http://vasonabranh.com/packing\\_houses/index.php?title=File:Griffin\\_skelley\\_label.jpg](http://vasonabranh.com/packing_houses/index.php?title=File:Griffin_skelley_label.jpg) (accessed December 11, 2017)

## Other Industries

Joseph Delmas established the Delmas Paper Company, and his son Toney Delmas was one of the proprietors of the company.[26] In another realm, Jules Adolphe Dufie moved from France and produced approximately 106 varieties of apples in the French Garden Nursery located in the French Gardens (Figure 3.4).[27] Dufie later constructed the house located at 436 West San Fernando Street. [28]

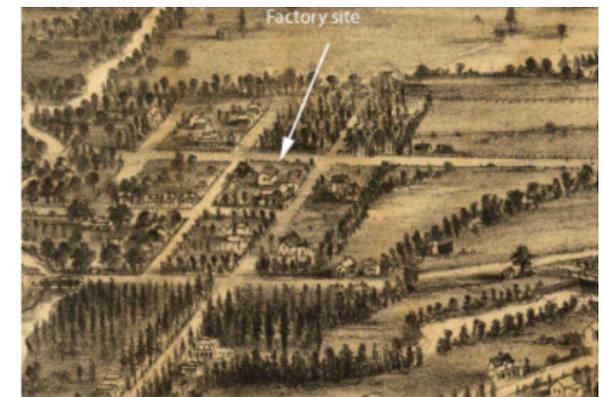


Figure 3.5: It is believed that the silk factory site was located at 255 Delmas Avenue. Source: <https://www.sanjoseca.gov/DocumentCenter/View/56135>, p.16.

Louis Prevost, another Frenchman, was a leader in the silk industry. During the 1850s, he established his first factory on Delmas Avenue and San Salvador Street. [29] Prevost faced competition by another local entrepreneur, Joseph Newman, who built the Pioneer Silk Factory in 1867 along the Los Gatos Creek. [30] Unfortunately, Prevost's silk industry failed by 1867, and Francois Jule Sauffrignon took over all properties owned by Prevost. Sauffrignon later established his own silk manufacturing factory (Figure 3.5). [31]

Some of the other industries include tanning, windmill manufacturing, and linoleum. Pierre Honore Lutzen moved from France to California in 1852 and his Lutzen and Villa Tannery was established during the late 1860s along the eastern side of Los Gatos Creek, north of what is currently West San Fernando Street. [32] In 1894, 149 Gifford Avenue was the home of William A. and Francis Gunn, who started a windmill manufacturing company with Luther B. Ingalls. [33] Their company was located nearby at 380 West Santa Clara Street. [34] A commercial building for a linoleum company was built in the late 1950s at 457 Park Avenue. [35] It was not until 1964 that the business shifted to a partnership between an appliance repair company and Mancini Co. Floor Contractors. [36]

## The Formation of the Business District

During the 1850s, a business district began to form in the area. West San Fernando Street became a prominent business district during this period, especially because this was the prime location in central San Jose for grocery stores until the 1900s. For example, the present-day Delmas Market building was built in 1897 and it was the first grocery store in the community, owned by Giovanni B. Gagliardo. After 1914 it was owned by John Evans until the 1920s. [37] Then in the 1940s, Clarence Mandala owned this store and renamed it as Mandalas Red & White, and by 1970 the store name changed to Delmas Market. [38] Another grocery store was established in 1875 at 199 West San Fernando Street by Fortunata Chiappe. [39] Severio Sclafani was another food producer, and his store was located on 398 West San Fernando Street. [40] Sclafani converted part of his house into a grocery store and a meat market known as Salvadore Mandala. [41] Eventually the store portion was converted into a liquor store that existed until 1950. [42]

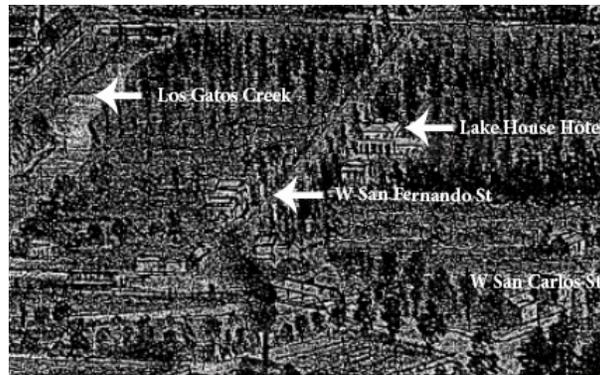


Figure 3.6: The Lake House Hotel is in the center. Source: [http://www3.sanjoseca.gov/clerk/Agenda/041707/041707\\_11.04.pdf](http://www3.sanjoseca.gov/clerk/Agenda/041707/041707_11.04.pdf), p.37.

## Local Businesses of Note

### The Lake House Hotel

The original Lake House Hotel was built in 1870 and was originally owned by John Blanchon, followed by the Magliore Brothers. It was located at the corner of Delmas Avenue and West San Fernando Street, at the current site of the Delmas Market (Figure 3.6). This hotel was operated as a boarding house and restaurant and was a popular location for family summer activities up until 1880 due to its proximity to a man-made lake. It is unclear when or why the adjacent lake ceased to exist but it is thought to have been either purposely drained or had dried up naturally. [43] The building was demolished in 1897 and was replaced by another business. [44] The new Lake House Hotel was built in 1895 at 426 West San Fernando Street and is now an apartment complex. The following is an excerpt from a newspaper ad promoting the Lake House Hotel: “This place is situated in a desirable locality and surrounded by large, beautiful shade trees. It has been entirely refitted and everything arranged for the accomodation of visitors, with the lake, boats and games of all kinds. Families, private parties, picnickers and others will always find in this hotel good rooms and first-class cooking. Best brands of Liquors and Cigars always on hand.” [45]

## Orchard Supply Hardware

In 1931, in the heart of the Great Depression, a group of prune growers and other farmers pitched in \$30 each to form the Orchard Supply cooperative. Orchard's first location started in a rented warehouse on Bassett Street that sold farming supplies with a focus on staples for orchards, such as ladders, spraying equipment, and picking pails. The cooperative later moved to a larger location at 44 Vine Street as business demands increased. The new location expanded the cooperative services to include hardware, gardening supplies, and other home goods. In 1946, as the business continued to grow, the store was relocated to the Delmas Park neighborhood at 720 West San Carlos Street. It has remained there until recently when an updated modern-



Figure 3.7: Map showing the Lake House Tract, owned by Antoine Delmas between 1850 to 1870 (boundaries in red). Antoine renamed this area the French Gardens because it served as the central hub for a commercial nursery business. Source: [http://www3.sanjoseca.gov/clerk/Agenda/041707/041707\\_11.04.pdf](http://www3.sanjoseca.gov/clerk/Agenda/041707/041707_11.04.pdf),

store was built adjacent to it along Auzerais. In the 1950s, as housing began to replace many of the orchards, Orchard Supply changed from a cooperative to a retail business and became known as Orchard Supply Hardware. Today, the small cooperative that started in San Jose has transformed into a retail hardware company with 80 store locations spread throughout California, Oregon, and Florida.[46]

## First Housing Developments

It was not until the 1890s that single-family residential development began within Delmas Park. [47] In 1891, the properties between Delmas Avenue, Los Gatos Creek, and south of West San Fernando Street were subdivided into 36 lots known as the Lakehouse Tract. The Lake House Hotel occupied Lots 1 through 6 of the tract; along West San Fernando Street and West of Delmas Avenue.[48] By 1925, most of the parcels had been developed into residential units. [49] The Lakehouse Tract was owned by Antoine Delmas, and used to be a part of the Sunol Addition (Figure 3.7).[50] Many of these homes can still be found today in the Lakehouse Historic District, which is bordered by West San Fernando Street to the north; Highway 87 to the east; Los Gatos Creek on the west; and the southern boundaries extending up to Park Avenue, Sonoma Street, and Lake House Avenue.

## Shifts in Industry Changed Land Use Patterns

The canning industry survived well into the 1920s. As World War II approached, the entire

face of the area's industry shifted to wartime efforts. Many heavy industries emerged, such as foundries, machinery manufacturing, weapons suppliers, food distribution, and equipment suppliers. Some of these industries were located in and around present-day Delmas Park. After the war ended, an unprecedented housing boom took place, spurred by returning veterans. Tract style homes were built in earnest to keep up with the demand. In the 1950s and 1960s, the roots of San Jose's image as an electronics center began. The world's first radio broadcast station was established in the city and growth in aviation and semiconductor manufacturing led to the title of "Silicon Valley," catching on. The neighborhood's architectural styles reflect these changes in industry.

## 3.4 Landmarks, Landscapes, and Memories

### Evolution of Delmas Park's Architectural Styles

The neighborhood is characterized by a wide variety of architectural styles, ranging from Spanish-Mexican and Mission Revival to Victorian, Craftsman and Mid-Century Modern. This is in part due to the age of the neighborhood. As it filled in, people built their own unique houses, rather than the more modern trend of developers building large tracts of houses in the same style. The evolution of architectural styles were influenced by early Spanish and Mexican settlers in addition to other European architects that migrated during the California Gold Rush. These

architects and east-coast immigrants incorporated contemporary Victorian tastes into their designs. Prior to the Gold Rush era, people who moved into Santa Clara Valley were living in adobe houses. “Adobe” refers not only to the mud building material, but also the structure that was created with it. Additionally, makeshift tents and some prefabricated wood frame shacks were used for housing. However, as soon as milled lumber and skilled carpenters became available, architectural styles evolved into what exists today.

San Jose embraced the variety of decorative details popular in the Victorian period, particularly Queen Anne ornamentation, as this style easily made use of the abundant native redwood. The Spanish Colonial Revival style, which features red-tile roofs and white stucco Mission Revival forms with neo-Moorish towers and rounded arches, was prevalent in homes built from the late 1910s through the 1930s.[51] After the 1906 earthquake, reinforced concrete became widely used to construct earthquake-safe buildings. Damaged Victorian and Romanesque commercial buildings were generally replaced by 20th century style buildings such as the Edwardian and the Neo-Classical.

A new architectural ideal was also being embraced by many Californians during the early 20th century, one which valued handmade items over machine-made, mass-produced materials. For example, architectural designs for Craftsman used stained wood instead of painted wood. The houses are typically one to two stories with sloping broad gables, one large gable covering the main portion of the house and often a second, lower gable, covering a porch (Figure 3.8). [52] Equally important was the interior arrangement of space, which

eliminated hallways to create open floor plans and incorporated stained woodwork throughout. Californians were particularly receptive to Craftsman ideas of integrating the house with its natural surroundings, made possible, in part, because of the mild California climate and abundance of natural materials. The bungalow has been referred to as California’s first architectural export, variations of which were adapted by communities around the country. Delmas House is an example of the Craftsman Bungalow style.

## Memorable Landmarks

The Delmas Park neighborhood has several notable landmarks. Some of them include:

### The Delmas House

The Delmas House, located at 124 Delmas Avenue, was dubbed a City landmark in 1980 because



Figure 3.8: The Brohaska-Dalis House is a typical example of a Craftsman style bungalow. Source: Eugene Zelenko. San Jose, California Wikipedia. Created in October 2007. [https://commons.wikimedia.org/wiki/File:USA-San\\_Jose-Brohaska-Dalis\\_House.jpg](https://commons.wikimedia.org/wiki/File:USA-San_Jose-Brohaska-Dalis_House.jpg). (Accessed on October 7, 2017)

it was Irene Dalis’ childhood home. [53] Dalis was a local icon in San Jose and a highly-acclaimed opera singer, having performed at the New York Metropolitan Opera prior to establishing the San Jose Opera Theater in the 1970s (Figure 3.9). [54] Dalis offered her childhood home to Opera San Jose for its artists-in-residence program. The original structure of the house was a small gingerbread Victorian home, comparable to the Lake House homes located on the west side of the street. It was likely destroyed by the Great Flood of March 4, 1911. At the time, a major tributary of the Guadalupe River ran under Delmas Avenue just north of the property. The severe flooding forced most residents to travel by boat along many downtown streets.[55] The current Craftsman bungalow was construct-



Figure 3.9: Photo of Irene Dalis. Source: The California Room at San Jose Public Library.

ed by Theo Brohaska. The Brohaska family were the city's first music store proprietors and started the famous San Jose Music Studio in 1894.[56] This home was later sold to the Dalis family in the 1920s.[57] In 1921, the property was sold to Peter N. Dalis and was later inherited by Irene Dalis. As seen in Figure 3.8, the home is a fine example of Craftsman style with beveled siding and a partly half-timbered exterior. It has an unusually large side porch on the southern exposure, held up by three stone-trimmed pillars.

Other special features are the horizontal windows at the entry and the multi-paneled front door. There is interior paneling throughout the living and dining rooms, a stone fireplace wall, built-in cupboards and a pass-through connecting the dining room and kitchen.



Figure 3.10: The Whipple House, 2015. Source: Franklin Maggi. Archives & Architecture, LLC: Historic Report for 341-365 Delmas Ave., San Jose, California, 2015. (Accessed on October 7, 2017)



Figure 3.11: 130 Gifford Avenue residence displaying the Queen Anne Residence Architectural style. Source: Photographed by Sneha Parmar, graduate student, on August 30, 2017.



Figure 3.12: This is the re-built Lake House Hotel, which is currently an apartment complex. Source: Photographed by Sneha Parmar, graduate student, on August 30, 2017)

## The Edward and Minta Whipple House

The Edward and Minta Whipple house was a part of the Los Coches rancho that Louis Prevost had acquired in the 1850s. This was a moderate sized two-story vernacular house, occupied by the Edward and Minta Whipple family in the 1890s. Until recently, this house was located on Delmas Avenue between Auzerais and San Carlos. The structure was removed to make room for a multi-family development. As seen in Figure 3.10, the interplay of columns and the character of the detailing are representative of residential architecture from the first decade of the twentieth century.

## The 130 Gifford Avenue Residence

This Queen Anne Victorian styled vernacular house (Figure 3.11) includes three traits: verticality expressed in the proportions of the massing, trim, and windows and doors; asymmetry expressed by the misaligned towers, bay windows, gables, porches, cantilevers and other projecting objects that interrupt the basic, underlying house form; and elaborate decorative elements such as brackets, spindlework, eastlake carved trim, and complex shingled window surrounds.[58]

## The New Lake House Hotel

The New Lake House Hotel, a present day apartment complex and former boarding house, was built in 1895 (Figure 3.12). This building, although remodeled, still stands at 426 West San Fernando Street. It utilized the traditional Spanish-Mexican practices of adobe bricks and structural style, as well as the use of prefabricated wood frame structures.

## San Jose Water Company Building

The abundance of water resources in the San Jose area attracted large populations of Native Americans even before the Spanish established a settlement in the 1770s. The Spanish built a network of *acequias*, essentially open ditches of flowing water, which served the growing population until the mid-1800s. However, the water supply was subject to floods and droughts and proved a ready place for mosquitoes to breed and spread cholera and typhoid.

In 1854, the first artesian well was dug in San Jose, providing a safe supply of potable water. A local foundry owner named Donald McKenzie recognized that the delivery of water was a business opportunity. He built two water tanks at the San Jose Foundry, and in 1865 he acquired the rights to provide water to the residents of San Jose and Santa Clara. John Bonner and Anthony Chabot were McKenzie's business partners and in November 1866 they established the San Jose



Figure 3.13: San Jose Water Company, 2007. Source: Eugene Zelenko. San Jose, California Wikipedia. Created in October 2007. [https://en.wikipedia.org/wiki/San\\_Jose,\\_California#/media/File:USA-San\\_Jose-San\\_Jose\\_Water\\_Works-1.jpg](https://en.wikipedia.org/wiki/San_Jose,_California#/media/File:USA-San_Jose-San_Jose_Water_Works-1.jpg). Accessed on October 7, 2017.)



Figure 3.14: San Jose Diridon Station, 2010. Source: Baseball Stadium in the Diridon/Arena Area EIR: J. Cultural and Paleontological Resources, March 2007, p. 238.

Water Company which operated for 25 years. [59] Figure 3.13 depicts an example of Spanish-Mexican colonial period with the red-tile roofing and white stucco depicting Romantic Mission Revival building style. This style was based more on Mediterranean traditions than the early 19th century colonial California architectural styles.

## San Jose Diridon Station

The building (Figure 3.14), was designed by Southern Pacific architect John H. Christie who had worked on the Southern Pacific remodeling of the Fresno depot in 1915, and in 1939 he worked on the Union Station in Los Angeles. This depot is one of the only four Italian Renaissance Revival style depots in California, and the largest surviving depot of the San Francisco–San Jose line. [60] The current Cahill Street station replaced the Market Street station in San Jose as the terminus of the San Francisco Peninsula rail service, which has operated continuously since the 1860s.

Although the depot is commonly considered a prime example of the Italian Renaissance Revival style, it can also be interpreted as an eclectic design combining historic elements with contemporary Streamlined Modern features. [61] This is enhanced by the texture of the masonry. The application of the cantilevered marquee pictured the grandness of the period. The well-propor-

tioned and gracefully-detailed building was the last depot constructed in this grand a scale in northern California and represents the architectural and corporate ambitions of its time. The waiting room mural was painted by John MacQuarrie. He was also the artist responsible for murals in the Southern Pacific depot at Sacramento and he assisted with creating the statue commemorating the Donner Party in Truckee, California. [62]

### **Historic Church, Delmas Avenue and Park Avenue**

The Delmas Church (Figure 3.15), originally known as the Evangelical Lutheran Bethel Church, was built in 1907-08, had “a high level of historic integrity” and was “an excellent and unusual example of a Craftsman or Colonial Revival style church in San Jose” according to the 1999 state historical report. It was built by pastor Reverend Emil Meyer, as the First German Evangelical Lutheran Church. [63] The attractive steeple, round window, highly peaked roof and Craftsman features made a prominent statement and caught the interest of many passers-by. [64] The building was eligible for the National Register of Historic Places, but unfortunately it was destroyed by a fire in 2010. [65]



Figure 3.15: Delmas Church before it was destroyed by fire in 2010. Source: Jennifer Emmer, 2017, op. cit.

### 3.5 Then and Now Photos

As noted earlier, the earliest industries in Delmas Park centered on products produced from the land, including farming and related canning, as well as logging. As time and technology progressed, so did the types of industry and businesses in Delmas Park. In addition, the construction of both Interstate 280 and Highway 87 in the latter half of the 20th century bisected the neighborhood while also facilitating easy access to other San Jose neighborhoods and the larger Bay Area region. The images and photos below portray some of these changes.

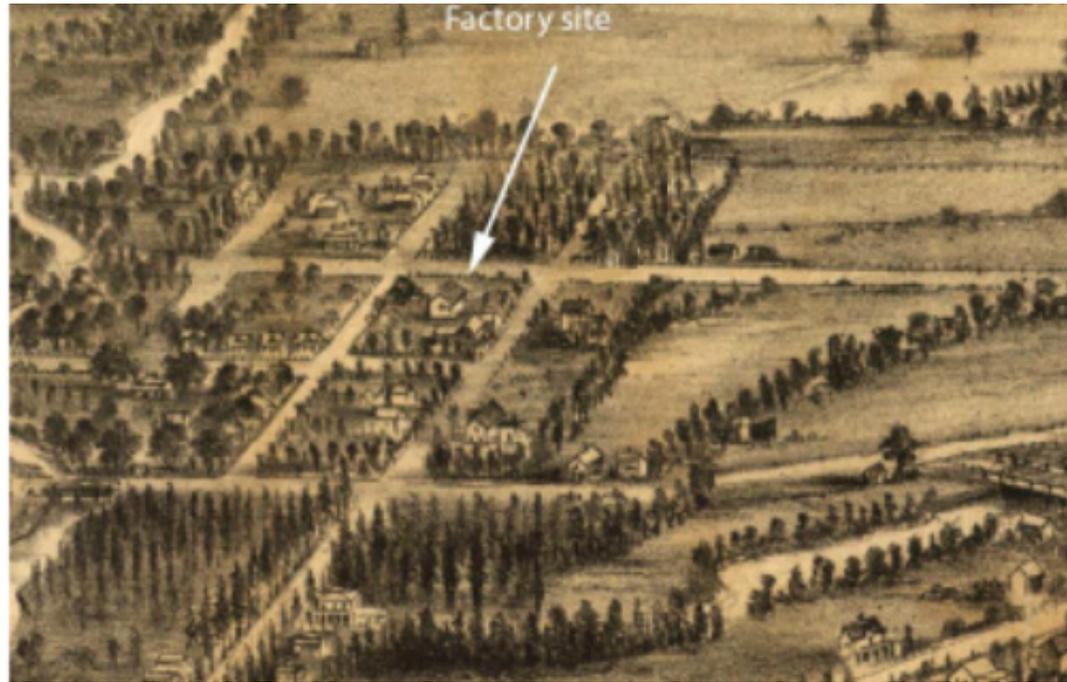


Figure 3.16: An aerial view shows the approximate location of the silk factory and the Lake House Hotel. Source: <https://www.sanjoseca.gov/DocumentCenter/View/56135> (accessed October 4, 2017), p.16.

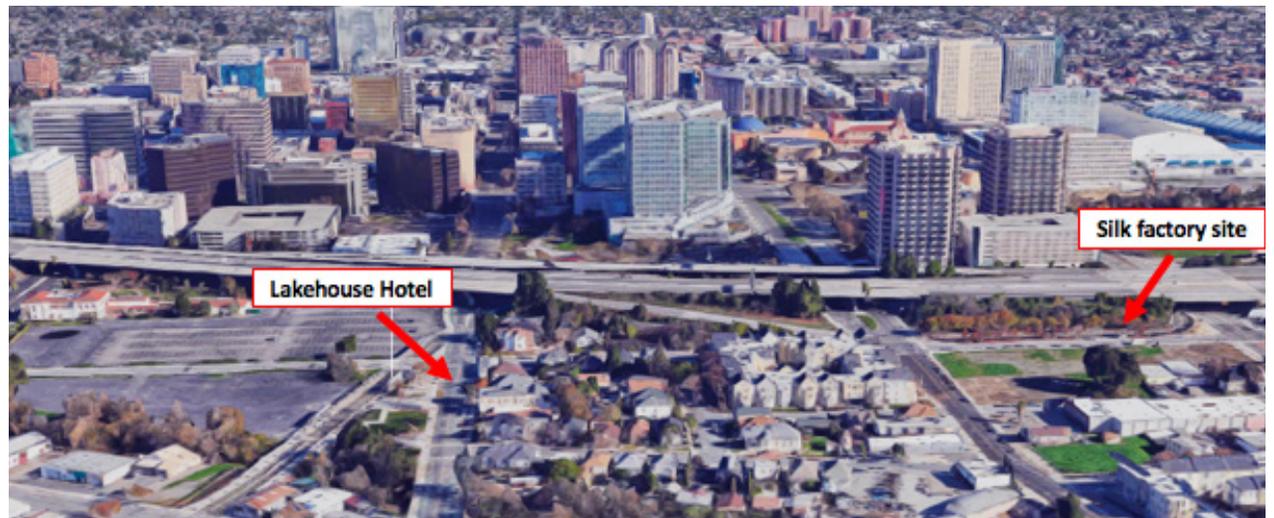


Figure 3.17: This image shows the same location of the Lake House Hotel and silk factory in the present day. Source: Google Maps. 426 West San Fernando Street. Retrieved from: [goo.gl/CckNy3](https://goo.gl/CckNy3) (accessed November 1, 2017).

## Aerial Views of the Neighborhood over time



Figure 3.18: Aerial view of the neighborhood, 1876. The red lines mark the neighborhood's boundaries. Source: Extracted from City of San Jose Memorandum to the Mayor and City Council, item 11.4, Council Agenda 4-17-07, dated March 29, 2007, p. 34, [http://www3.sanjoseca.gov/clerk/Agenda/041707/041707\\_11.04.pdf](http://www3.sanjoseca.gov/clerk/Agenda/041707/041707_11.04.pdf)



Figure 3.19: Street map of the neighborhood, 1921. The area in the circle is bounded by the Guadalupe River to the east, Auzerais Avenue to the south, the Railroad tracks to the west, and West Santa Clara Street to the north. Source: "Street and Road Map of The City of San Jose and Vicinity Map 1921." Retrieved from The California Room.



Figure 3.20: Street map of the neighborhood, 2017. Source: Community Analyst. Delmas Park Neighborhood Boundaries. Retrieved from: <https://communityanalyst.arcgis.com/esriCA/> (accessed September 25, 2017).

## San Jose Water Works



Figure 3.21: Then and now photos of the San Jose Water Works in 1985 and 2017. Source: "Photos of San Jose, California." Retrieved from: <http://www.bvnsj.org/SanJoseThenNow.htm> (accessed October 4, 2017)

## Diridon Station



Figure 3.22: Then and now photos of Diridon Station in 1930 and 2007. Source: Ibid; 2017 photo taken by MUP Student Mike Tkalcevic.

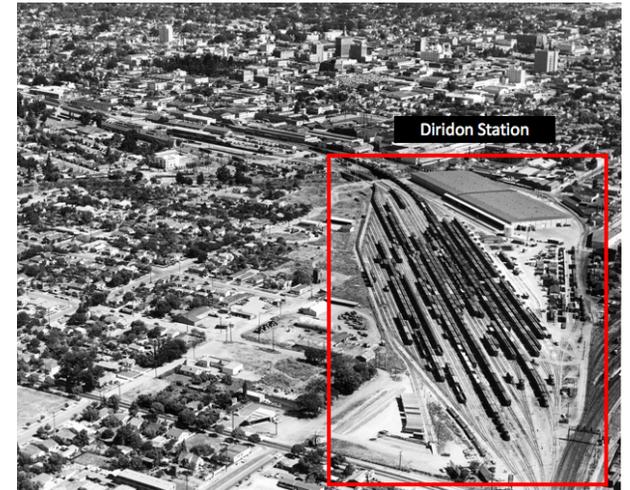


Figure 3.23: Aerial view of Diridon Station in 1950. Source: "Aerial of San Jose, California during the 1950s." Retrieved from: <https://www.pinterest.com/pin/17873729743333513/>.



Figure 3.24: Aerial view of Diridon Station in 2017. Source: Google Maps. Diridon Station. Retrieved from: <https://goo.gl/RTEiPN> (accessed November 1, 2017).

## Orchard Supply



Figure 3.25: Aerial photo of Orchard Supply Hardware in 1940. Source: Franklin Maggi, "Historic Report Prepared according to the City of San José Revised Guidelines for Historic Reports (2/26/10) For the properties located at 720 West San Carlos St. and 655 Auzerais Ave., San José, Santa Clara County, California APNs 264-15-15, -016, -017, -018, -019, -028, -031." Archives & Architecture, LLC (2012), 23-24.



Figure 3.26: Aerial photo of Orchard Supply Hardware in 2017. Source: Google Maps. Orchard Supply Hardware. Retrieved from: [goo.gl/jk9ae3](http://goo.gl/jk9ae3) (accessed November 1, 2017).



Figure 3.27: Orchard Supply Hardware in 1960. Source: Franklin Maggi, "Historic Report Prepared according to the City of San José Revised Guidelines for Historic Reports (2/26/10) For the properties located at 720 West San Carlos St. and 655 Auzerais Ave., San José, Santa Clara County, California APNs 264-15-15, -016, -017, -018, -019, -028, -031." Archives & Architecture, LLC (2012), 23-24.



Figure 3.28: Orchard Supply Hardware in 2017. Source: Google Maps. Orchard Supply Hardware. Retrieved from: [goo.gl/jk9ae3](http://goo.gl/jk9ae3) (accessed November 1, 2017).

The following photos depict what the Delmas Park neighborhood looked like before and after the construction of Interstate 280 and Highway 87.



Figure 3.29: Aerial view of Downtown San Jose then and now - 1933 and 1950. The top left image portrays the Downtown street grid before the freeways were built. The image directly below it shows the I-280 and Highway 87 interchange in roughly the same location. Source: Clyde Arbuckle, "History of San Jose" San Jose: Smith & McKay Printing Co (1985), 70; "View of San Jose Highway 280 and 17 Interchange, Civic Auditorium and Library." Retrieved from: <https://calisphere.org/item/ark:/13030/kt000033s2/>.



Figure 3.30: Highway interchange under construction in 1970. Source: "A Wise Guy Makes A Point." San Jose News Vol. 185 No. 143, 92ed year Monday January 5th, 1976. Retrieved from: The California Room at San Jose State University.



Figure 3.31: Interstate 280 then and now -1970 and 2012. Source: "Photos of San Jose, California." Retrieved from: <http://www.bvnasj.org/SanJoseThenNow.htm> (accessed October 4, 2017).



Figure 3.33: Interstate 280 and Highway 87 interchange, in the early 1970s, shortly after Interstate 280 was built. Note that State Route 87 stops at Julian. Source: "Photos of San Jose, California." Retrieved from: <http://www.bvnasj.org/sanjosebyair2007.htm>.

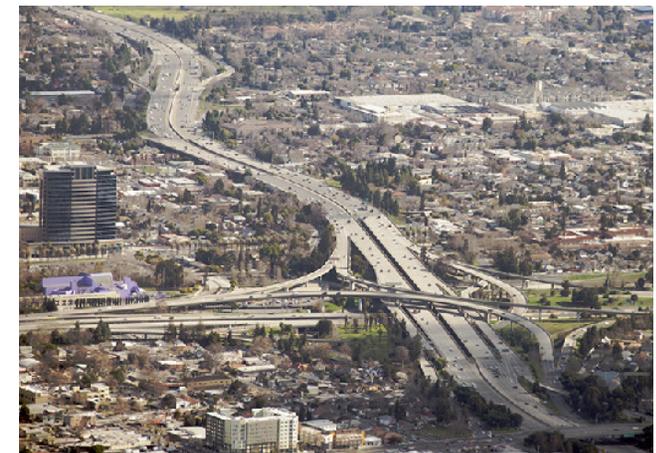


Figure 3.32: Interstate 280 and Highway 87 interchange, 2013. Source: "Above intersection of Highways 280 and 87, San Jose, California." Retrieved from: <https://www.flickr.com/photos/>

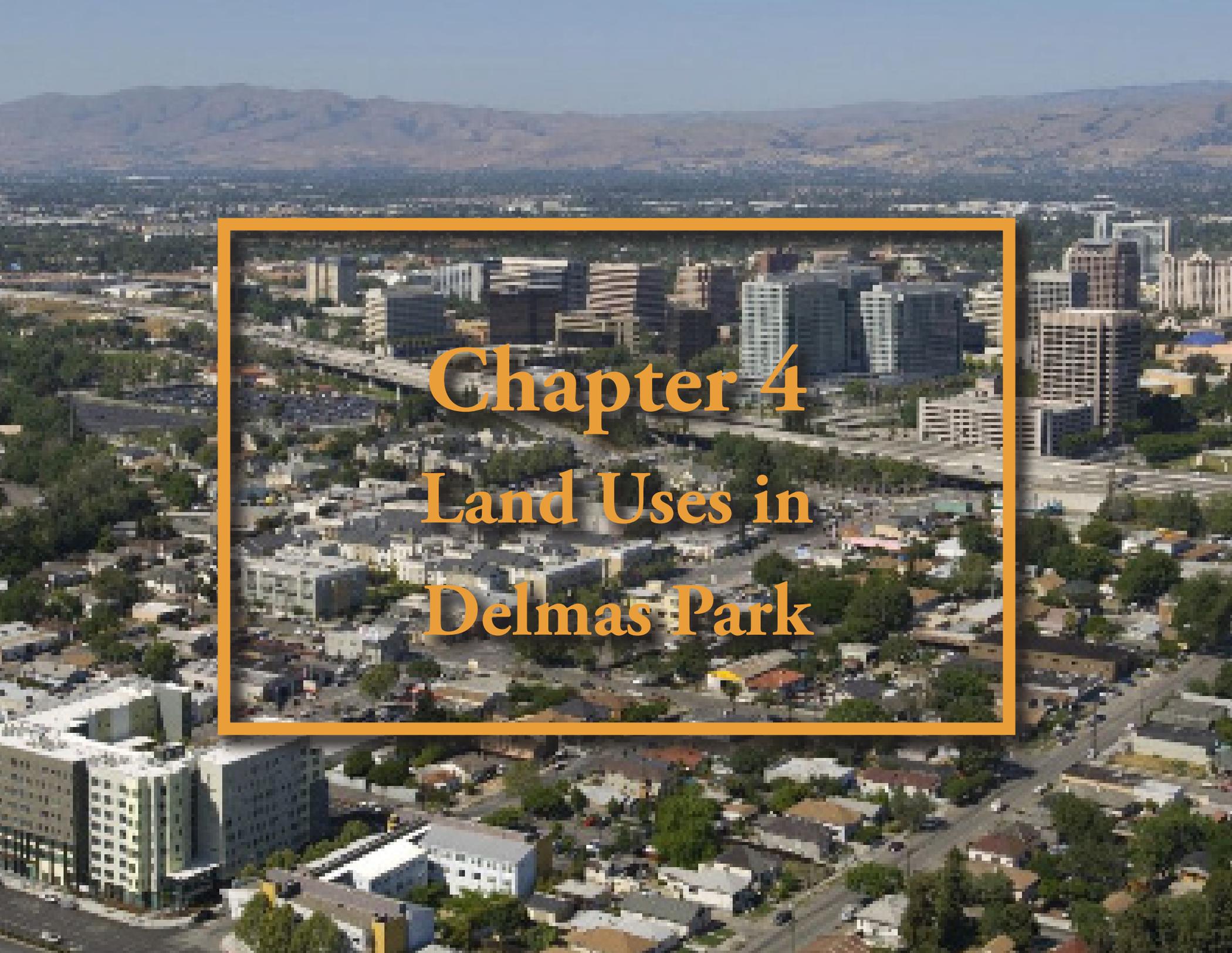
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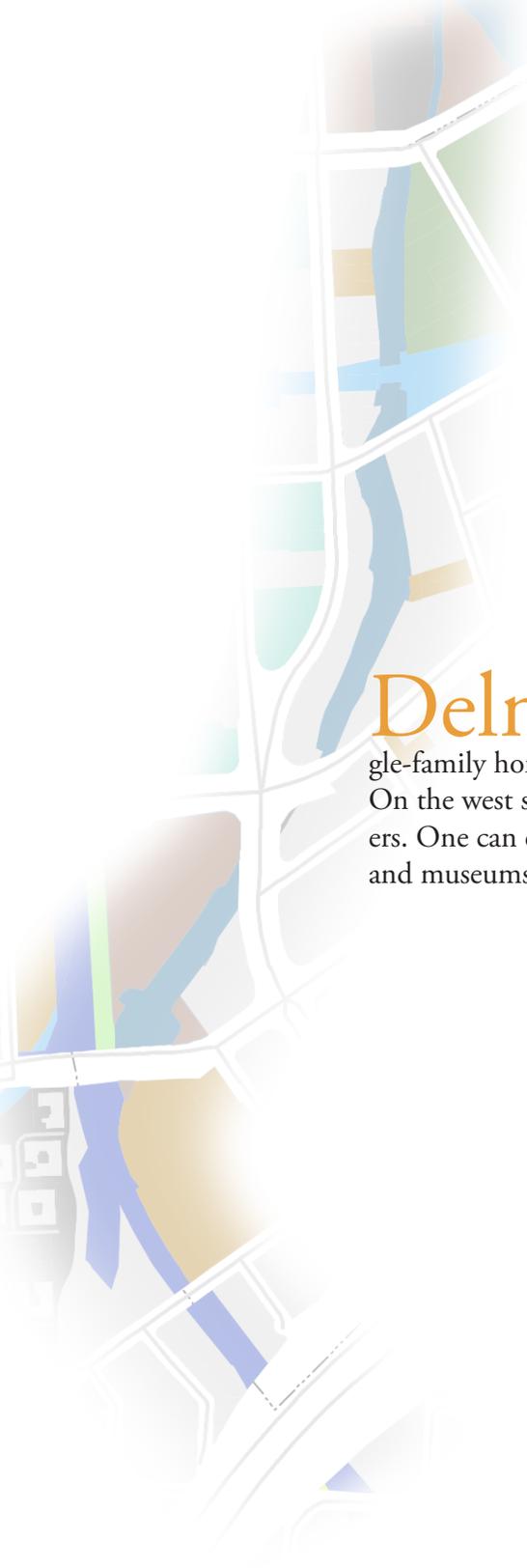
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**Chapter 4**  
**Land Uses in**  
**Delmas Park**



**Delmas Park's** existing land uses are as diverse as its residents. Charming single-family homes on small lots, commercial properties, and a variety of industrial land uses are all present. On the west side is Diridon Station, a regional transit hub that accommodates thousands of daily transit riders. One can easily take a convenient walk to the east to reach downtown San Jose with its shops, restaurants, and museums. It is no wonder why residents take so much pride in calling Delmas Park home.

## 4.1 A Look at Delmas Park Today – Existing Land Use

Delmas Park is a neighborhood undergoing dramatic change. It is only 181 acres (0.28 square miles) and in an enviable location. In response to local and regional economic forces, higher density development and transportation mega-projects are looming. Concerns over increased housing costs, traffic congestion, and an aesthetic change to the neighborhood are valid; however, through education, advocacy and community engagement, Delmas Park residents can be active participants in the ongoing conversation. Delmas Park is a community with challenges but many residents sense that its built environment can absorb the oncoming change as well as adapt to it. The neighborhood is fascinating, for it is representative of the many challenges taking place across the Bay Area. Delmas Park's transit-friendly layout and central location, in the heart of Silicon Valley, means that it is a natural fit for employers looking to grow their workforces. The neighborhood has a considerable number of underutilized parcels with flexible zoning designations which can streamline the process to change the use and form of the built environment. Many conclusions regarding the current land use and its effect on future changes can be made, but the major takeaway from the students' analysis is that Delmas Park has the capacity for higher density development. Mixed-use, transit-oriented development near Diridon Station and Valley Transportation Authority (VTA) light rail, and bus facilities have the potential to increase sidewalk activation and mobility options

for residents, workers and visitors. More promising is that these changes can occur without a major loss of current housing stock. San Jose's long-range vision preserves the existing clusters of single family homes. City officials and private enterprise must work in concert to ensure that development is located in appropriate locations and current residents have protections against displacement. Section 4.2.1 presents a figure-ground analysis of the neighborhood's existing built form and land uses (Figure 4.1). It is followed by a description of the City's General Plan. After explaining this future vision of the neighborhood, we present an analysis of the zoning districts in Delmas Park. This section concludes by identifying opportunity areas for infill development. Section 4.2.2 focuses on the qualitative perceptions of land uses in the community. It provides an interpretation of the "imageability" of the neighborhood and a qualitative assessment of the neighborhood's buildings. A review of the streetscape concludes this section. Finally, section 4.4 locates the major property owners in Delmas Park.

## 4.2 Characteristics of Built Form and Natural Features

### 4.2.1 Figure-Ground Analysis

Cartographers and planners utilize the figure-ground graphic technique to determine the relation between built and unbuilt spaces in an area. Built space is generally represented through solid polygons representing buildings, and unbuilt spaces are the voids formed by

streets, squares, parks, outdoor spaces (such as parcel yards) and vacant lots. In the map below, building footprints are represented with black polygons and unbuilt spaces are represented in white. The contrast between the colors show a clear distinction between positive and negative space, which helps develop a deeper understanding of the urban form and relationships between adjacent structures.

Spatial analysis in ArcGIS software was utilized to calculate the percentage of built and unbuilt space within the Delmas Park neighborhood boundary. The results indicate that 19 percent of this area is comprised of structures. These buildings serve a variety of uses, from residential, commercial, industrial to other services. Another interesting finding is that the neighborhood is not uniformly dense. For example, one quickly notices the clustering of detached single-family homes on small lots to the southeast, whereas the western portion of the neighborhood is comprised of large, sparsely developed lots.

The voids, or unbuilt spaces, represented in the map are public right-of-ways of all local streets, parks and undeveloped land such as vacant lots, and natural features such as Los Gatos Creek and the Guadalupe River that fall within the neighborhood boundary. The street network accounts for 31 percent of the area and the remaining 50 percent includes private and public open spaces such as parks, vacant lots and parcel yards.

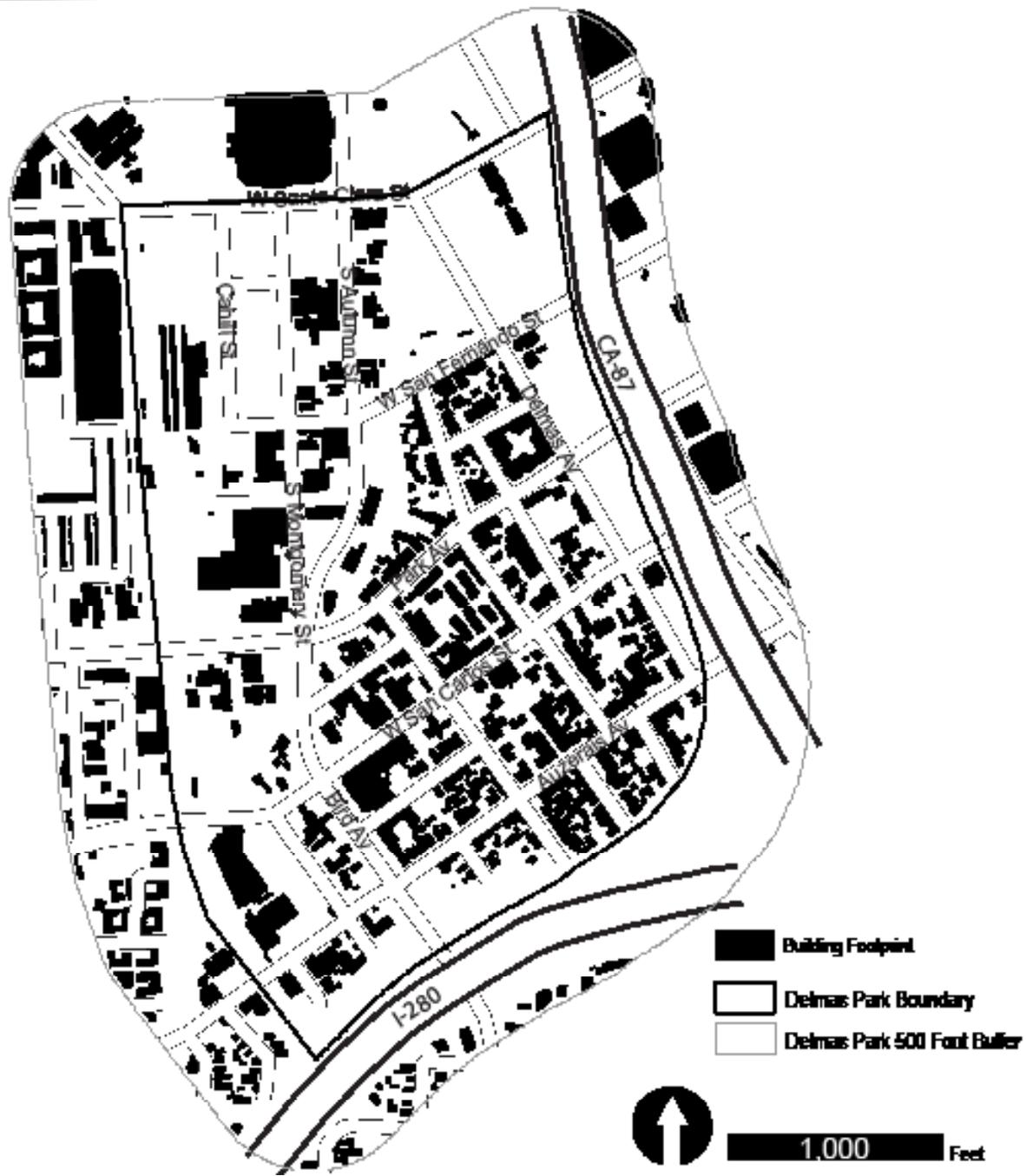


Figure 4.1: Figure-ground map. Source: City of San Jose

## 4.2.2 Existing Land Use

As shown in the Existing Land Use map, the neighborhood's identity is formed by a mix of uses including residential (single and multi-family), commercial, mixed-use, and light industrial. Delmas Park has a decidedly residential character in its Lakehouse District and along Auzerais Avenue. However, this pattern is disrupted as one moves west and south from there, with light industrial lots containing buildings with large setbacks becoming more common. Large parking lots are uncommon in Delmas Park, with the exception of a couple of parking lots close to the SAP Center and Diridon Station. West San Carlos Street is the primary commercial corridor in Delmas Park. Shops serving neighborhood residents as well as auto-centric uses dominate this corridor. West San Carlos Street is the primary commercial corridor in Delmas Park. Shops serving neighborhood residents as well as auto-centric uses dominate this corridor.

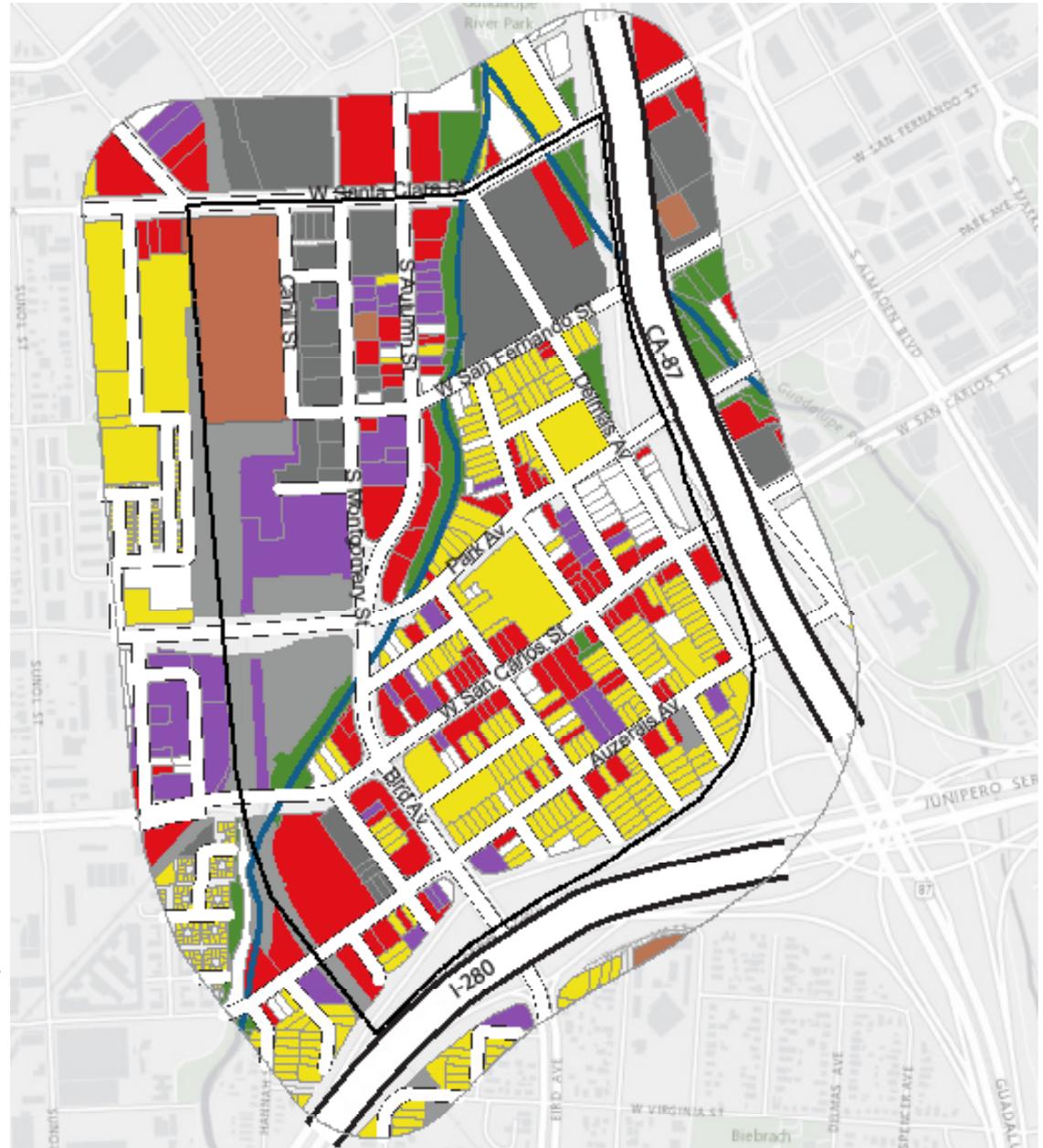
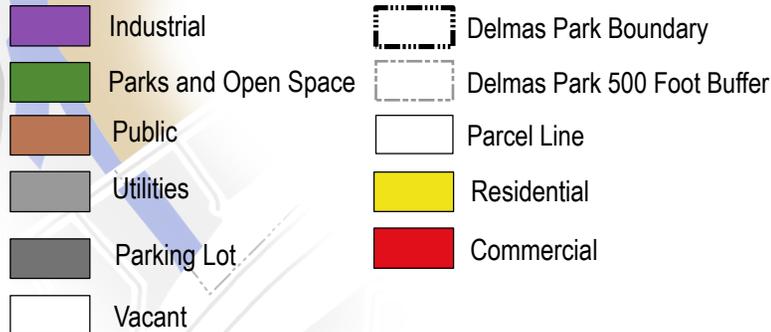


Figure 4.2: Existing land use map  
Source: Office of the Assessor, County of Santa Clara

### 4.2.3 General Plan Land Use Designations

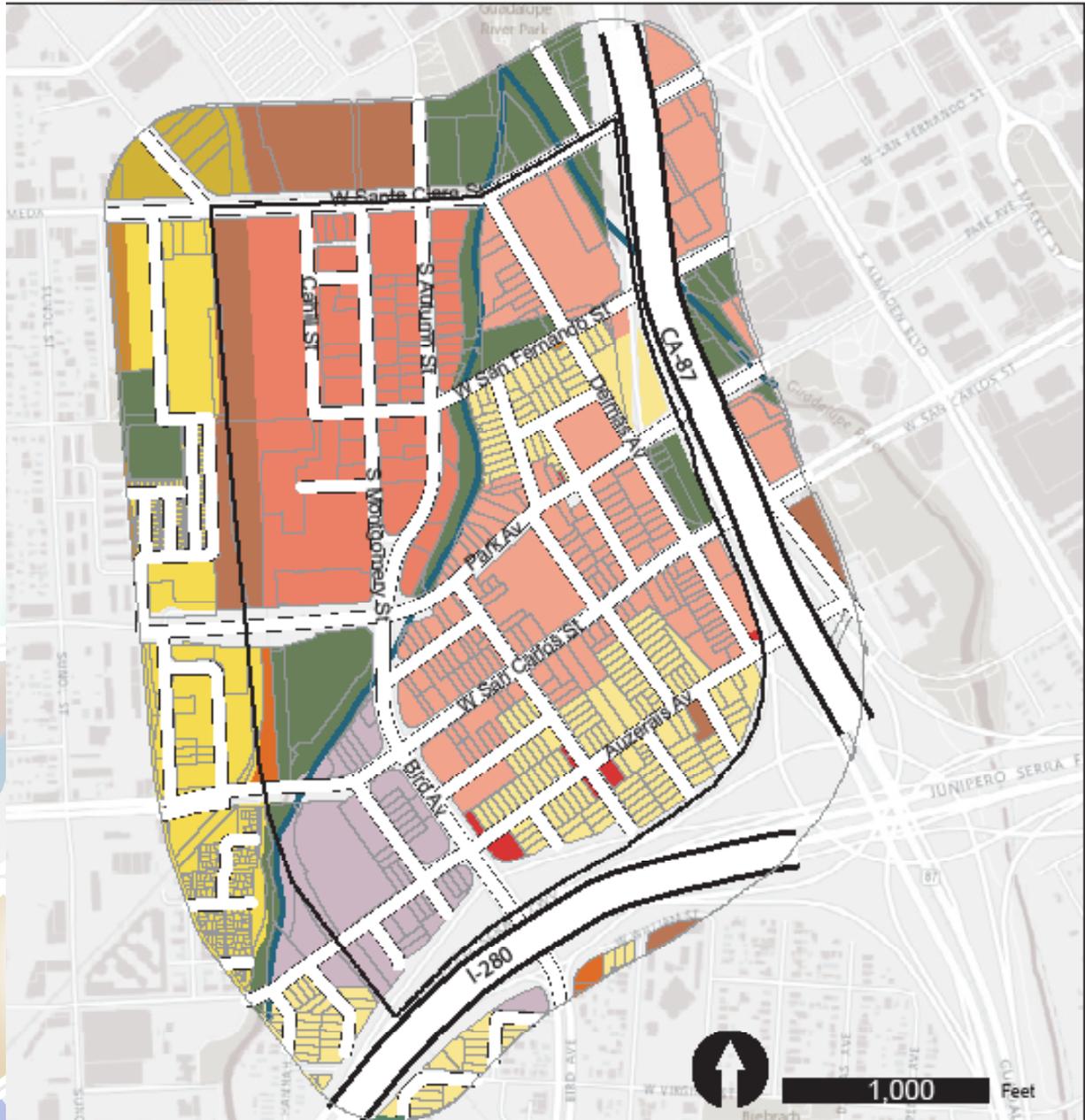
A General Plan is adopted as a vision statement for a community. It informs future policy makers and planners with the goal of moving the city towards its desired future. Adopted in 2011, “Envision San Jose 2040” is the city’s current guiding document. Land use and circulation, arts and culture as well as community engagement make-up portions of the General Plan. The following map shows land use designations for the Delmas Park neighborhood and the surrounding areas.

“Downtown” and “Commercial Downtown” are the two major General Plan designations in Delmas Park, encompassing more than half of the neighborhood. The city will have to balance its desire to spread its downtown westward while also protecting the historic single-family homes in the neighborhood.

There is one interesting finding about land designated for Combined Industrial, Commercial, and Commercial Downtown in the General Plan map: both designations run through the middle of the neighborhood from north to south. This creates a separation between the Mixed-Use Neighborhood designations on the west side and Residential Neighborhood designations on the east side. The community needs a park or open space, and this is reflected in the General Plan. Most of this designation can be found in the middle of the neighborhood where Los Gatos

Creek flows, and to the north of Santa Clara Street. Unfortunately, there is a dearth of space designated for parks between San Carlos and Interstate 280. With more than two-thirds of land designated for Residential Neighborhood in Delmas Park located here, it seems like the perfect opportunity for a small community gathering space.

A table showing General Plan Land Use designations and their area is below. All designations located inside the Delmas Park boundary have been bolded. Urban Village is the only designation located outside of Delmas Park. In addition, the total area, 127.9 acres, only includes land outside the public right-of-way and inside the Delmas Park boundary. Designations marked with “n/a” in the “area” and “percentage of total acreage” columns are not included in the total area calculation.



**General Plan Designations**

- Combined Industrial/ Commercial
  - Commercial Downtown
  - Downtown
  - Mixed Use Commercial
  - Mixed Use Neighborhood
  - Neighborhood/ Community Commercial
  - Open Space, Parkland
  - Public/ Quasi-Public
  - Residential Neighborhood
  - Transit Residential
  - Urban Village
- 
- Delmas Park Boundary
  - Delmas Park 500 Foot Buffer
  - Parcel Line

Figure 4.3: General Plan land use designations  
 Source: City of San Jose

<b>General Plan Land Use Designation</b>	<b>Description of General Plan Land Use Designation</b>	<b>Area (acres)</b>	<b>Percentage of Total Acreage</b>
<b>Combined Industrial/Commercial</b>	Mixture of compatible commercial and industrial uses, such as hospitals and private community gathering facilities	12.98	10.15%
<b>Commercial Downtown</b>	Areas where residential uses are not appropriate, such as office, hotel, retail, service and entertainment uses	33.02	25.82%
<b>Downtown</b>	Areas with office, retail, service, residential and entertainment uses	36.37	28.44%
<b>Mixed Use Commercial</b>	Areas where commercial is a primary use and residential activity is a secondary role	1.06	0.83%
<b>Mixed Use Neighborhood</b>	Primarily townhouses, small lot single-family residences, or existing neighborhoods of various residential densities and forms	0.06	0.05%
<b>Neighborhood/Community Commercial</b>	Commercial activity, such as retail, services and commercial/professional office development, that serves neighboring areas	1.10	0.86%
<b>Open Space, Parkland</b>	Publicly or privately-owned areas intended for low intensity uses, such as parks, recreation areas and nature preserves	14.13	11.05%
<b>Public/Quasi-Public</b>	Public land uses including schools, fire stations, and corporation yards	6.86	5.36%
<b>Residential Neighborhood</b>	Established, single-family residential neighborhoods	21.84	17.08%
<b>Transit Residential</b>	New high-density, mixed-use residential development located close to transit, jobs, amenities, and services	0.48	0.01%
<b>Urban Village</b>	Future land for commercial, residential, mixed-use, public facility or other land use according to the Urban Village Plan	n/a	n/a
<b>Delmas Park Neighborhood</b>		127.90	100%

Table 4.1: Delmas Park General Plan Land Use Designations. Bolded designations are located within the Delmas Park boundary. Total acreage calculations are only for areas outside the public-right-of-way and inside the Delmas Park boundary. Source: City of San Jose

#### 4.2.4 Zoning Designations

A zoning code is a complex and highly cross-referenced ordinance that sets forth allowable uses for parcels. As cities become more diverse in terms of land use, so do their zoning designations. Delmas Park's ten zoning designations fit a very familiar 20th century pattern common to most zoning codes in the United States, in which land uses are largely segregated. For example, intense clustering of residential areas are separated from industrial uses. Local-serving commercial uses are allowed on a small number of parcels near the mostly single-family homes. Delmas Park's zoning districts total 125 acres of developable land. Of these 125 acres, Light Industrial (LI) is the most common zoning district, accounting for just over 50 percent of zoned land. LI zoning districts are most common along South Montgomery Street between West Santa Clara Street and West San Carlos Street as well as on South Autumn Street, north of Park Avenue. A range of businesses operate in this area, including automobile repair, welding, and a foundry. Residential zoning is the second most common zoning district in Delmas Park. Accounting for just over 18 percent of land outside the public right-of-way, the entirety of Delmas Park's residential zoning is classified as R-2, or Two-Family Residence District. This zoning district calls for single family or two-family homes and prohibits its densities over 16 dwelling units per acre. There are two primary residential areas in the neighborhood. The first is the historic Lakehouse District with its mix of early 20th century homes interspersed with newer construction.

The district is located east of Los Gatos Creek and extends from west San Fernando Street to Park Avenue. The second, and larger, of the two primary residential areas is along Auzerais Avenue in the southern portion of Delmas Park. With industrial and commercial zoning districts nearby, this stretch of Auzerais Avenue is also home to the School of Visual Philosophy and iJava Café. Delmas Park has a high density of Planned Development (PD) areas. PD districts account for 14 percent of land outside the public right-of-way. PD zoning holds a unique place in San Jose's zoning code. It allows for maximum flexibility by permitting individual sites to be rezoned according to the unique qualities of the project. Therefore, the process to rezone a PD area is different than the traditional rezoning process. The condominium complex at 411 Park Avenue represents the flexibility of PD zoning. Although none of the surrounding residential parcels are zoned for densities over 16 dwelling units per acre, 411 Park Avenue greatly exceeds that density. The project blends in well with its surroundings and provides much needed housing in San Jose. Parcels surrounding VTA light rail on west San Fernando Street, as well as parcels adjacent to Diridon Station, are also in PD districts, reflecting excellent locations for transit-oriented development.

The remaining zoning districts account for approximately 15 percent of the remaining land outside the public right-of-way. These districts range from a variety of commercial uses, to heavy industry, and public space. The largest of these parcels is located on Auzerais Avenue and Royal

Avenue and is home to Orchard Supply Hardware store.

A breakdown of the zoning districts and their corresponding areas, in acres and in percentage terms, are listed below. Since the map on the following page includes both Delmas Park and a 500-foot distance around the neighborhood, only ten of the fifteen zoning districts on the map are located within Delmas Park. These are bolded in the table below. The calculations in the table represent only the zoning districts inside the neighborhood boundary. Additionally, the public right-of-way was excluded in all the calculations. Descriptions of the five districts that are located within the buffer area, but not in the neighborhood are included, since they are



- Zoning Designation**
- Planned Development (A-PC)
  - Commercial General (CG)
  - Commercial General (CG-PD)
  - Combined Industrial Commercial (CIC)
  - Commercial Neighborhood District (CN)
  - Commercial Office (CO)
  - Commercial Office (CO-PC)
  - Commercial Pedestrian (CP)
  - Downtown Core (DC)
  - Heavy Industrial (HI)
  - Industrial Park (IP)
  - Light Industrial (LI)
  - Public Quasi-Public (PQP)
  - Residence Districts, 2DULnt (R-2)
  - Residence Districts, 2DULnt, [R-2(PC)]
  - Residence Districts, Multiple Unit[R-M]
  - Waterway
  - Park
  - Delmas Park Boundary
  - Delmas Park 500 Foot Buffer
  - Parcel Line

Figure 4.4: Zoning districts map  
 Source: City of San Jose

Zoning District	Description of Zoning District	Area (acres)	Percentage of Total Acreage
<b>Planned Development (A-PD)</b>	These are areas that do not have a “set in stone” zoning designation. Each A (PD) can be rezoned individually according to the needs of prospective projects	17.90	14.28%
<b>Commercial General (CG)</b>	Is a broad designation that allows higher intensity retail uses, such as big box stores and regional malls that cater to a large geographic area	1.98	1.58%
<b>Commercial General (CG-PD)</b>	See above	n/a	n/a
<b>Combined Industrial Commercial (CIC)</b>	Allows both light industrial uses and higher intensity retail in the same zoning district. Higher intensity retail includes big box stores	5.64	4.50%
<b>Commercial Neighborhood District (CN)</b>	Denotes areas that are zoned for neighborhood serving commercial uses. Buildings do not have to be oriented to the sidewalk, nor is there a limit in the size of a building. Examples include strip malls and small corner stores	2.09	1.67%
<b>Commercial Office (CO-PD)</b>	Often located in between residential and commercial areas. Lower intensity office uses are allowed here to create a smooth transition between density of uses, as well as to locate jobs closer to housing	n/a	n/a
<b>Commercial Pedestrian (CP)</b>	These areas allow mixed-use development and are located near Urban Villages as designated by the General Plan. Retail buildings should be pedestrian scaled and oriented to the sidewalk	2.11	1.68%
<b>Downtown Core (DC)</b>	DC is a special zoning district that allows for higher density development. Building height is limited to ensure safe operation of planes flying in and out of Mineta Airport. DC also permits restaurants with outdoor seating, as well as live music until midnight. Manufacturing uses, and repair services that emit noxious fumes are forbidden	2.37	1.89%

<b>Heavy Industrial (HI)</b>	Is a district that sets aside space for noisy, hazardous or otherwise irritating industrial uses	0.26	0.20%
<b>Industrial Park (IP)</b>	Is an industrial zoning district that allows research and development uses, manufacturing, testing and related offices	n/a	n/a
<b>Light Industrial (LI)</b>	Allows multiple industrial uses insofar as any of those uses are not noxious in nature. Allowable uses include warehousing, wholesaling and light manufacturing	64.95	51.83%
<b>Public/Quasi-Public (PQP)</b>	These districts mirror Public/Quasi-Public in the Land Use/Transportation element of the General Plan. Publicly serving land uses include schools, research institutions, corporation yards, homeless shelters, libraries, fire stations, water treatment facilities, convention centers, auditoriums, museums, government offices, airports, stadiums and other public-serving uses	4.90	3.90%
<b>Residence District, 2DU/Lot (R-2)</b>	Allows a density of eight to 16 dwelling units per acre. The purpose is to limit density to allow construction of single family and two-family homes	23.13	18.46%
<b>Residence District, 2DU/Lot [R-2(PD)]</b>	Same as above	n/a	n/a
<b>Residence District, Multiple Unit/Lot (R-M)</b>	Are areas zoned for higher density residential development (exact density not specified)	n/a	n/a
<b>Delmas Park Neighborhood</b>		125.32	100%

Table 4-2: Delmas Park zoning districts. Bolded districts are located within the Delmas Park Boundary. Total acreage calculations are only for areas outside the public-right-of-way and inside the Delmas Park boundary. Source: City of San Jose

#### 4.2.5 Natural Features and Environmental Conditions

Although Delmas Park does not have a centrally located park space, there are a variety of natural features in the neighborhood and just beyond its borders. There are small green spaces, waterways, and a variety of street trees. As will be explained below, Delmas Park has the capacity to enhance and build upon its natural features and environmental conditions. Inside the Delmas Park boundary, the Guadalupe River park chain is the predominant natural feature. These parklands hug the Los Gatos Creek as the waterway travels northward through the neighborhood. With fencing and uneven terrain, much of the open space is currently inaccessible to the neighborhood, but with clever planning, the series of parks could be a great amenity.

When one takes into account the area 500 feet beyond the Delmas Park boundary in all directions, there are a number of accessible open spaces. Arena Green West, located north of West Santa Clara Street and next to the SAP Center, has trees, benches and a children's play area. Just west of Diridon Station is Cahill Park, a potential urban oasis that is in close proximity to the fast-paced regional transit hub. To the east, there is Discovery Meadow, a 1-acre park next to the Children's Discovery Museum.

There are two major waterways in the neighborhood: the Los Gatos Creek and Guadalupe River. Flowing from the southwest portion of

the neighborhood, the Los Gatos Creek travels northward, crossing under West San Carlos Street before running parallel to South Autumn Street. Although a portion of the creek has been covered with roads, it becomes visible once it crosses Park Avenue. The Los Gatos Creek terminates north of West Santa Clara Street where it merges with the Guadalupe River which travels underneath SR-87 on the eastern edge of the neighborhood. The river has benefitted from public investment with paved walking trails alongside, public seating, and a nearby dog park. There are 930 street trees and planting sites in Delmas Park, as mapped by the City of San Jose.

Although there are trees throughout the neighborhood, they are more prominent in areas with higher residential densities rather than commercial or industrial areas. Representative species of trees are the southern magnolia, London plane tree, sycamores, and *Washingtonia robusta* palm tree.



-  Parks and Open Space
-  Street Tree
-  Delmas Park Boundary
-  Waterway
-  Delmas Park 500 Foot Buffer

Figure 4.5: Natural features in Delmas Park. Source: California Protected Areas data portal <http://www.calands.org/>

## Noise Levels

When walking around the neighborhood, students noticed how loud parts of Delmas Park are. Being centrally located near multiple modes of transit like Diridon Station, VTA light rail, the 280 freeway and San Jose Airport obviously increases noise levels within the neighborhood. These different modes of transit create noise pollution which in some areas in Delmas Park could be potentially harmful over the long term.

Data was collected to evaluate the level of noise pollution within the neighborhood. The collection process involved using a mobile device which measured sound levels and recorded the maximum and average noise levels at the beginning and end of the streets we selected to analyze. Once the data had been collected, an average decibel level for each location was mapped using a color coding scheme, depicted in figure 4.6.

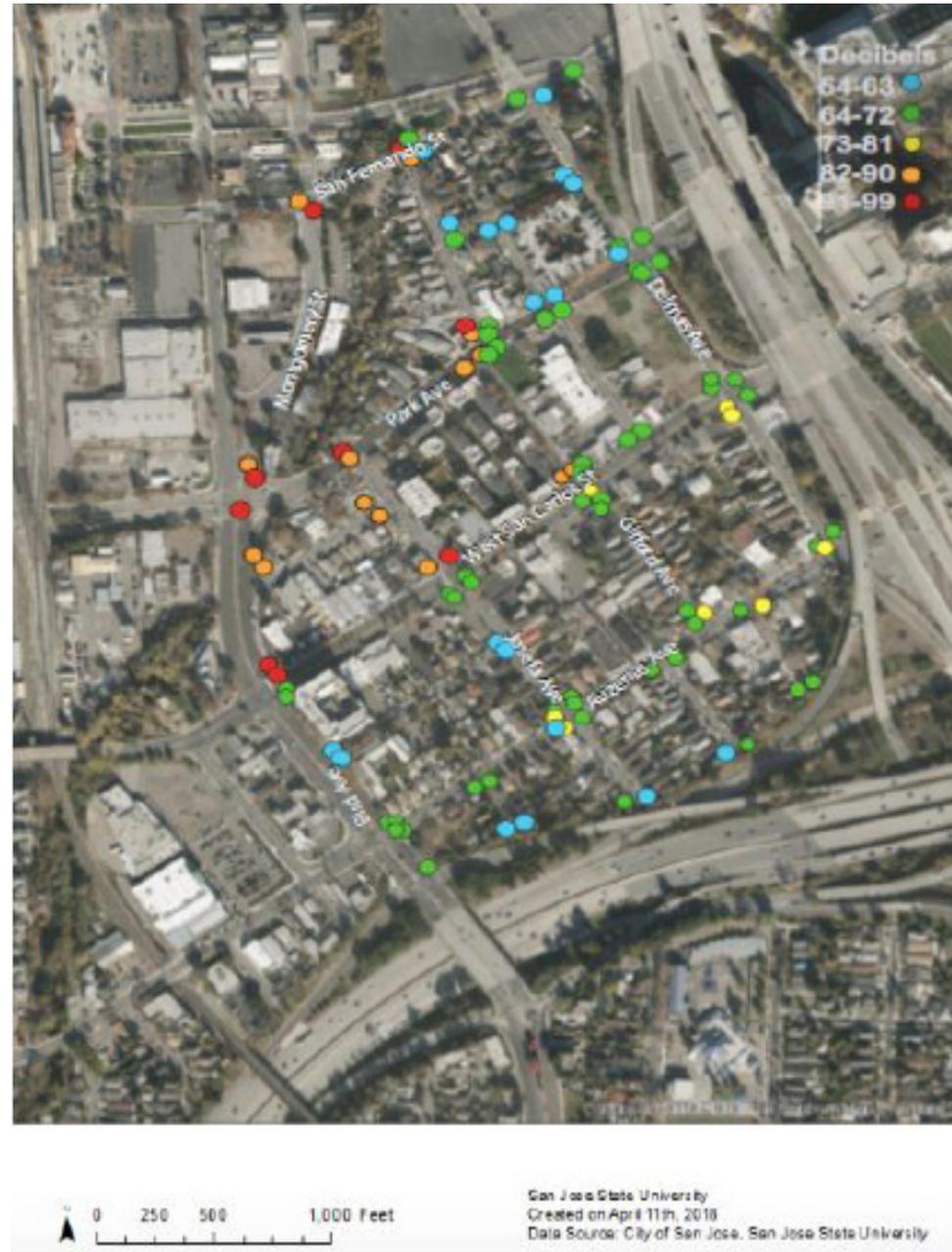


Figure 4.6: Noise levels in Delmas Park, in decibels, at selected locations as of April 2018. Colors are defined in the legend at the upper right.

## 4.2.6 Underutilized Parcels

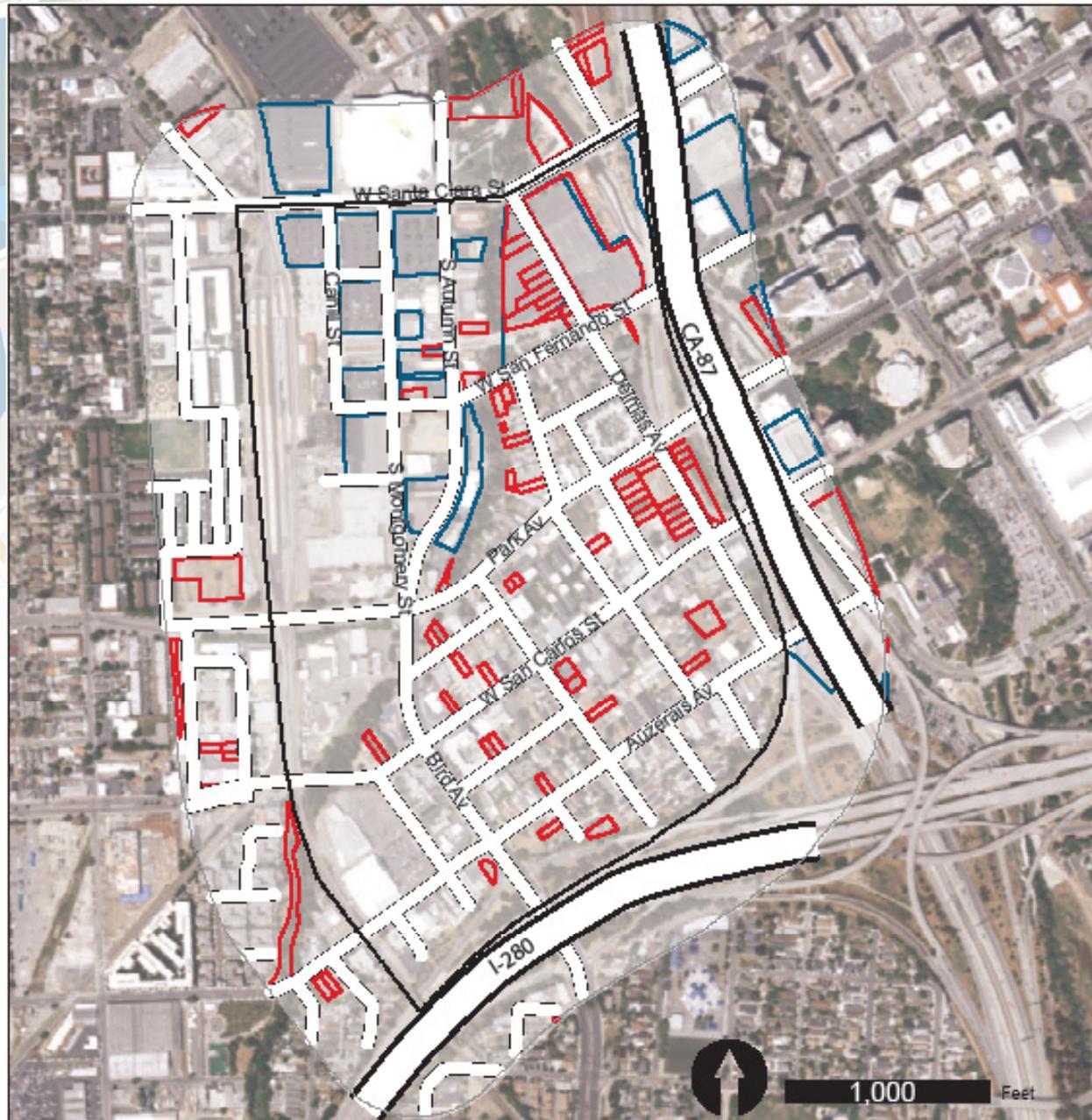
When assessing existing land use, it is important to locate underutilized space since such spaces may represent opportunity sites for appropriate redevelopment. Utilizing existing data from the City of San Jose, the Santa Clara County Assessor, as well as data collected by the graduate student team, this section will analyze the parking lots and vacant parcels in the neighborhood.

The locations of public and private parking lots in San Jose are publicly available from the City's website. There are 15 lots that are either public or privately owned in Delmas Park. These lots have a total of 2,395 parking spaces. Out of these 15 lots, 8 are owned by the City of San Jose. Except for a parking lot on West Santa Clara Street near Highway 87, publicly-owned public parking lots are located west of South Autumn Street near the SAP Center and Diridon Station. These parking lots serve commuters during the day and can transition to nighttime event parking for the myriad events at the SAP Center.

There are 7 parking lots that are privately-owned but are accessible for public parking. Like the publicly-owned lots, these lots are also near the SAP Center and Diridon Station. Two major lots are used as event parking and are owned by the San Jose Water Company. They alone account for 33 percent of the total acreage of off-street parking for public use as identified by the City of San Jose. In summary, 21 acres, or 17 percent

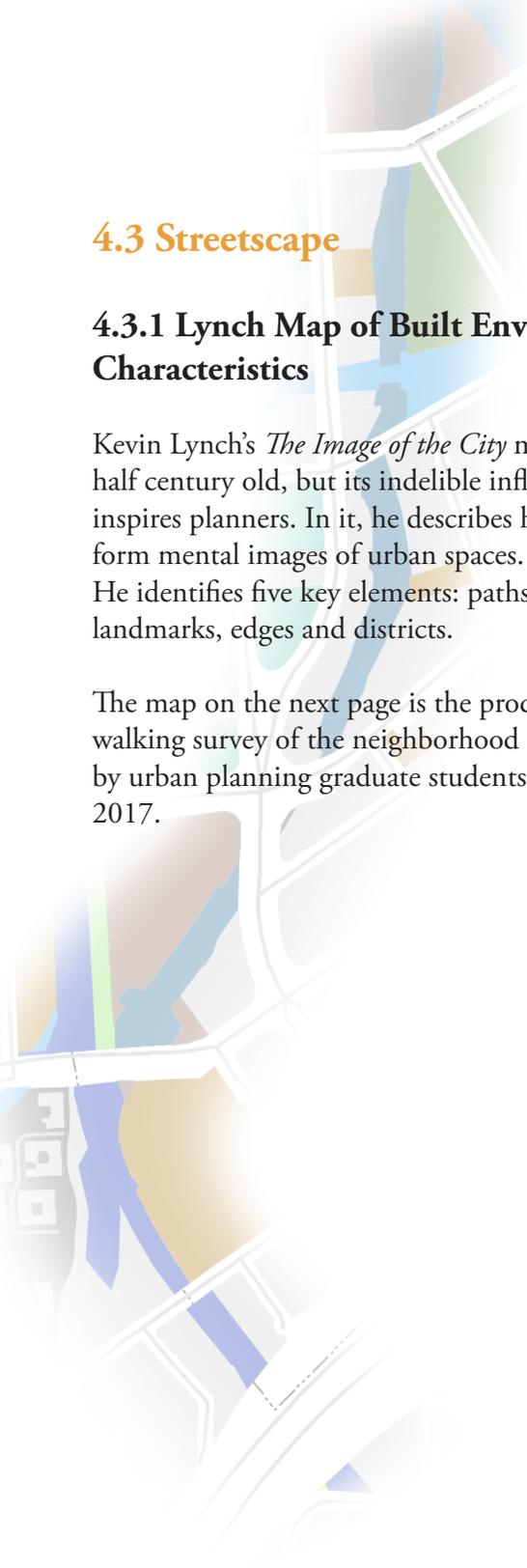
of Delmas Park (excluding the right-of-way) is devoted to parking today.

Vacant parcels are plots of land that lack physical structures. The County of Santa Clara provided tax assessor parcel data to locate vacant parcels in Delmas Park, tagged with the value "69" in the accompanying database. By this measure, there are 61 vacant parcels inside Delmas Park and the median area of each is 0.14 acres. The two San Jose Water Company parking lots are also included as vacant parcels, but are subdivided into multiple parcels. Whereas public parking lots are primarily north of West San Fernando Street, vacant parcels are scattered throughout the neighborhood. The most intense clustering of vacant lots is a collection of 12 small parcels that are adjacent to each other on Delmas Avenue and Sonoma Street between West San Carlos Street and Park Avenue. Besides the cluster on Delmas Avenue, vacant parcels can be found along the West San Carlos Street corridor and points south.



-  Vacant Parcel
-  Parking Lot
-  Delmas Park Boundary
-  Delmas Park 500 Foot Buffer

Figure 4.7: Public parking lots and vacant parcels in Delmas Park. Source: City of San Jose; Santa Clara County Assessor



## 4.3 Streetscape

### 4.3.1 Lynch Map of Built Environment Characteristics

Kevin Lynch's *The Image of the City* may be a half century old, but its indelible influence still inspires planners. In it, he describes how people form mental images of urban spaces.

He identifies five key elements: paths, nodes, landmarks, edges and districts.

The map on the next page is the product of a walking survey of the neighborhood conducted by urban planning graduate students in October 2017.

#### Lynch's five key elements of imagibility

- **Paths** are the networks in which people move, such as sidewalks, roads and rivers.
- **Edges** are dividing lines or boundaries that restrict movement. For example, Interstate 280 and Highway 87 are major edges in the Delmas Park neighborhood. Los Gatos Creek in concert with Caltrain and VTA tracks constitute a major western edge.
- **Districts** are larger areas that one can enter and leave. For example, the Lakehouse Historic district, West San Carlos commercial corridor and Diridon transit area are legible districts inside Delmas Park. Each one has a defined and unique characteristic, such as historic homes, wide ranging commercial uses and major transit services.
- **Nodes** are locations of convergence, such as a major street intersections or transit hubs. For example, there are a number of prominent nodes in Delmas Park, such as Diridon Station and the intersection of West San Fernando Street and Delmas Avenue.
- **Landmarks** are defined as a reference points to orient oneself in space. Landmarks are usually visible from a distance within an area and catch a visitor's attention towards them. iJava Coffee, Mi Rancho Market, and the Stephen's Meat Products sign are few examples of identified landmarks in Delmas Park.



★ LANDMARKS

are defined as a reference point to orient oneself in space. iJava Coffee, Mi Rancho Market, and the Stephen's Meat Products sign are a few examples.

● NODES

are locations of convergence, such as a major street intersection or transit hub. There are a number of prominent nodes in Delmas Park such as San Fernando VTA station and West San Fernando St & Delmas Ave intersection

— PATHS

are networks in which people move, such as sidewalks, roads and even rivers

— EDGES

are dividing lines or boundaries that restrict movements. I-280 and SR-87 are major edges in the neighborhood. Los Gatos Creek in concert with Caltrain and VTA tracks constitutes a major western edge

DISTRICTS

are larger areas that one can enter and leave. The Lakehouse Historic district, West San Carlos commercial corridor and Diridon Transit area are legible districts inside Delmas Park

□ Delmas Park Boundary

Figure 4.8: Lynch map: How students perceive places in Delmas Park  
Source: San Jose State University

### 4.3.2 Building Conditions

Delmas Park's residential and historic core consists of a number of handsome, ornate Queen Anne Victorian buildings. The vibrant colors and unique detailing makes each house "pop" visually. Craftsmen and more modern styles are also found throughout the neighborhood. A building assessment was undertaken to judge the quality of structures in Delmas Park. San Jose State University student surveyors considered a number of aspects of "attractiveness," from upkeep of lawns to the quality of a home's paint. The following map shows the results of this qualitative analysis. In summary, the majority of the residential sections of the neighborhood were viewed favorably. In fact, even while including industrial parcels, upwards of two-thirds of Delmas Park's parcels scored positive ratings.

The conditions of properties were surveyed by San Jose State University graduate students in Spring of 2018. Parcels were categorized as poor, average, excellent by way of visual inspection. Structures and overall upkeep of the properties were the primary factors in assessing the conditions. For example, a property that demonstrated overall good property maintenance with well-kept structures and landscaping, received an "excellent" rating. On the other hand, a property with significantly overgrown landscaping, an excess of items scattered on the property (as seen from the sidewalk), and structures with obvious deterioration received a "poor" rating. Vacant properties without structures were categorized

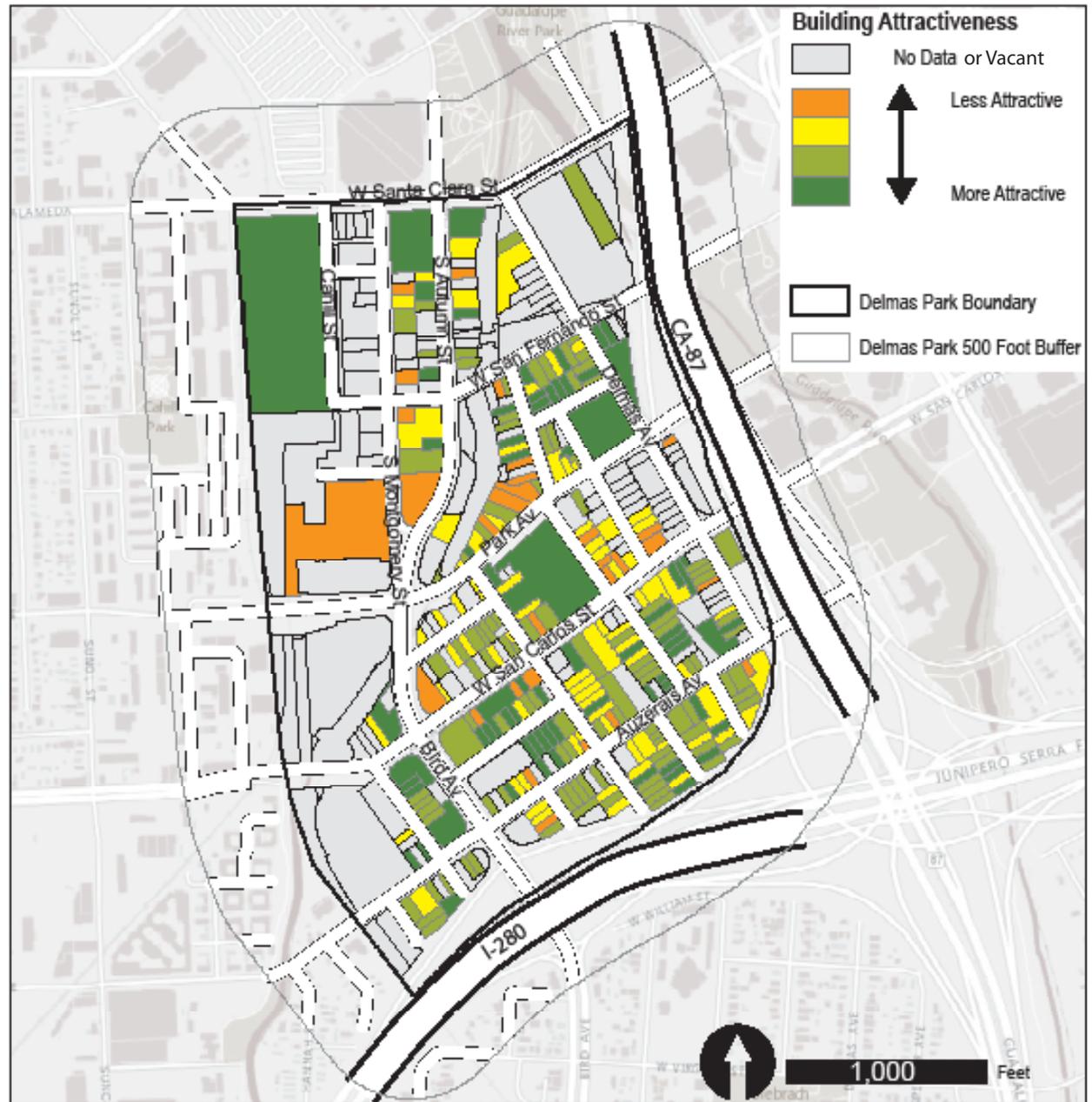


Figure 4.9: Qualitative assessment of building conditions in Delmas Park  
Source: San Jose State University

based on visual inspection of property maintenance and the presence or absence of trash. A total of 308 properties were surveyed and approximately 43 percent of all parcels were found to be in excellent condition. Approximately 42 percent of all parcels were found to be in average condition, and approximately 13 percent were found to be in poor condition. Table 4.3 summarizes these findings.

It is evident that there have been recent investments and improvements to many properties in Delmas Park in the form of building remodels (including façade improvements and building additions), landscape design in the front yards, and good general upkeep.

Existing Use	Excellent Condition	Average Condition	Poor Condition
Residential	91	53	20
Commercial	19	13	4
Mixed Use	4	1	1
Industrial	5	7	5
Civic	1	0	0
Vacant	3	23	5

Table 4.3 Categorization of building conditions and existing uses. Source: student field data collection surveys



Figure 4.10. This map shows the condition of properties in Delmas Park.

### 4.3.3. Qualitative Streetscape Assessment

A streetscape assessment of the neighborhood's public sidewalks, spaces, and transportation facilities was completed by the graduate student team to assess the neighborhood's public space. Working in pairs, the students took quantitative and qualitative measurements at the street block level, representing each side of the street along one block. This helped in documenting existing features on both sides of the same street. (Figure 4.11).

The neighborhood has adequate pedestrian facilities but, while undertaking our assessment, we heard from many residents that they did not feel safe walking in the area, particularly at night. In response, we located areas that might be perceived as less safe than others. To assist with this determination, our survey instrument included many questions related to pedestrian safety. For example, the presence of graffiti, excessive litter, and lack of adequate lighting were measured by the students. In addition, unkempt areas with poor lighting are also not conducive to a feeling of safety while walking nearby.

In her treatise, *The Death and Life of Great American Cities*, Jane Jacobs describes successful urban areas as places with diverse kinds of activity throughout the day. A well-functioning sidewalk is vital in her conception of lively public space. In the book, she coins the phrase, "eyes on the street," meaning that the street may be informal-

ly observed from adjacent properties at all times. These observations can be made from a public vantage point, but Jacobs is also clear in her desire for private space to be oriented towards the sidewalk as well. With a building's doors and windows facing the street, rather than a parking lot or back alley, a pedestrian will feel safer and

the environment will generally be more aesthetically pleasing. For the streetscape assessment, the students judged whether buildings along a block were oriented towards or away from the street. Blocks with buildings that lack pedestrian orientation, along with graffiti, excessive litter, and lack of lighting are shown on the map below.

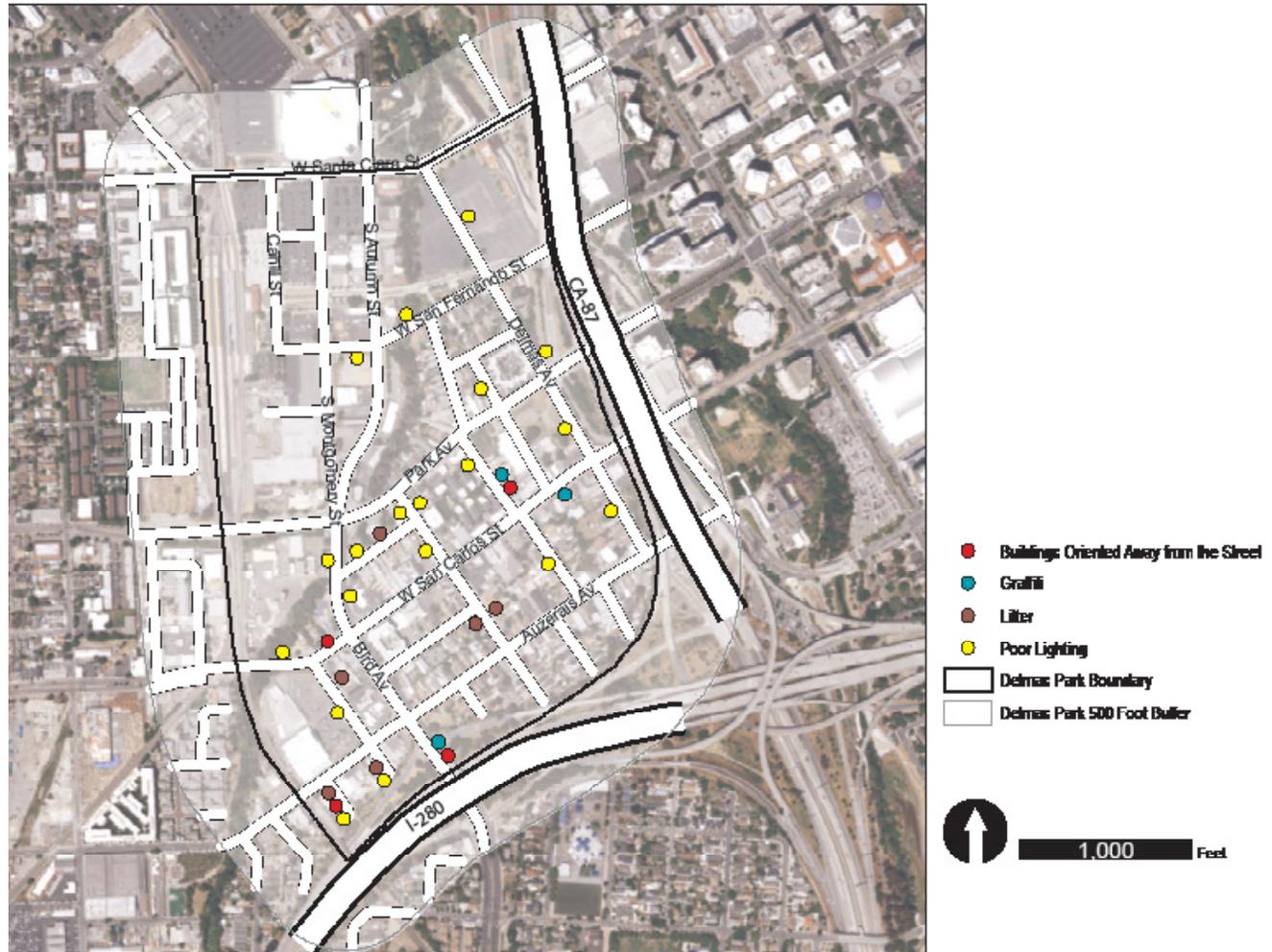


Figure 4.11: Locations in Delmas Park with excessive graffiti and litter, poor lighting, and buildings oriented away from the street

A subsequent survey moved beyond buildings and property conditions to examine the public right-of-way conditions. The Pedestrian Environment Data Scan (PEDS) tool, which provides observational checklists from a pedestrian's point of view, was adapted and used in the field to collect the data.

First, a street audit focused on physical features of the streets, sidewalks, and parking lots. The students conducted a building conditions survey (map presented in Fig. 4.12), and recorded the existing land uses of the parcels, while also describing crosswalk locations. The parcels were numbered for reference and separated into four distinct zones. The zones are designated for the sole purpose of the data collection process. The data sheets and maps that were used for the documentation of this survey are presented on the right in Figure 4.12.

Responding to concerns from neighborhood residents, the graduate student team, accompanied by neighborhood association leaders, documented Delmas Park's street lights during a nighttime visit. Some of these leaders noted that they have been frustrated by the city's delayed response in repairing broken lights that they had reported. Figure 4.16 represents the working and broken streetlights within Delmas Park, which we hope the neighborhood leaders can use to advocate for faster repairs

**STREET AUDIT**

Study Area: Delmas Park		Zone: 1 2 3 4				Segment Number	
Name _____		Date _____		Day of week _____		Time _____	
<b>A. Noise</b>		<b>C. Walking/Cycling Environment</b>				<b>E. Road Attributes</b>	
1. General noise level along segment Little <input type="checkbox"/> Medium <input type="checkbox"/> Loud <input type="checkbox"/>		1. Roadway/sidewalk lighting Road-oriented lighting <input type="checkbox"/> Pedestrian-scale lighting <input type="checkbox"/> Other lighting <input type="checkbox"/> No lighting <input type="checkbox"/>				1. Condition of road Poor (many bumps/cracks/holes) <input type="checkbox"/> Fair (some bumps/cracks/holes) <input type="checkbox"/> Good (very few bumps/cracks/holes) <input type="checkbox"/> Under repair <input type="checkbox"/>	
2. Noise source (select all that apply) Freeway traffic <input type="checkbox"/> Local traffic <input type="checkbox"/> Other (specify below) <input type="checkbox"/>		2. Number of lights along segment _____				2. Number of lanes on segment _____	
3. Noise measurements Max           Average Segment beginning <input type="text"/> <input type="text"/> Segment end <input type="text"/> <input type="text"/>		3. Percent tree canopy 0% - 33% <input type="checkbox"/> 34% - 77% <input type="checkbox"/> 78% - 100% <input type="checkbox"/>				3. Posted speed limit None posted <input type="checkbox"/> (mph): _____	
NOTES		4. Degree of enclosure Little or no enclosure <input type="checkbox"/> Some enclosure <input type="checkbox"/> Highly enclosed <input type="checkbox"/>				4. Traffic levels Low <input type="checkbox"/> Medium <input type="checkbox"/> High <input type="checkbox"/>	
<b>B. Sidewalk Attributes</b>		<b>D. Indicate on the Map</b>				<b>F. Parking</b>	
1. Sidewalk condition/maintenance Poor (many bumps/cracks/holes) <input type="checkbox"/> Fair (some bumps/cracks/holes) <input type="checkbox"/> Good (very few bumps/cracks/holes) <input type="checkbox"/> Under repair <input type="checkbox"/>		NOTES				1. Street Parking (if applicable, please add detail in space after) <input type="checkbox"/> No parking <input type="checkbox"/> Permit _____ <input type="checkbox"/> Metered _____ <input type="checkbox"/> Time limit _____ <input type="checkbox"/> No restrictions	
2. Buffer between road and sidewalk (all that apply) Fence <input type="checkbox"/> Trees <input type="checkbox"/> Hedges <input type="checkbox"/> Landscape <input type="checkbox"/> Grass <input type="checkbox"/> None <input type="checkbox"/>		1. Crosswalks  2. Where lighting is missing at night				2. Present In Segment (select all that apply) Loading zone <input type="checkbox"/> Disabled <input type="checkbox"/> Fire hydrant <input type="checkbox"/>	
3. Sidewalk width < 4 feet <input type="checkbox"/> Between 4 and 8 feet <input type="checkbox"/> > 8 feet <input type="checkbox"/>		NOTES				NOTES	
NOTES		NOTES				NOTES	
Adapted from PEDS Instrument Kelly J. Clifton, PhD							

Figure 4.12: Street Audit Form

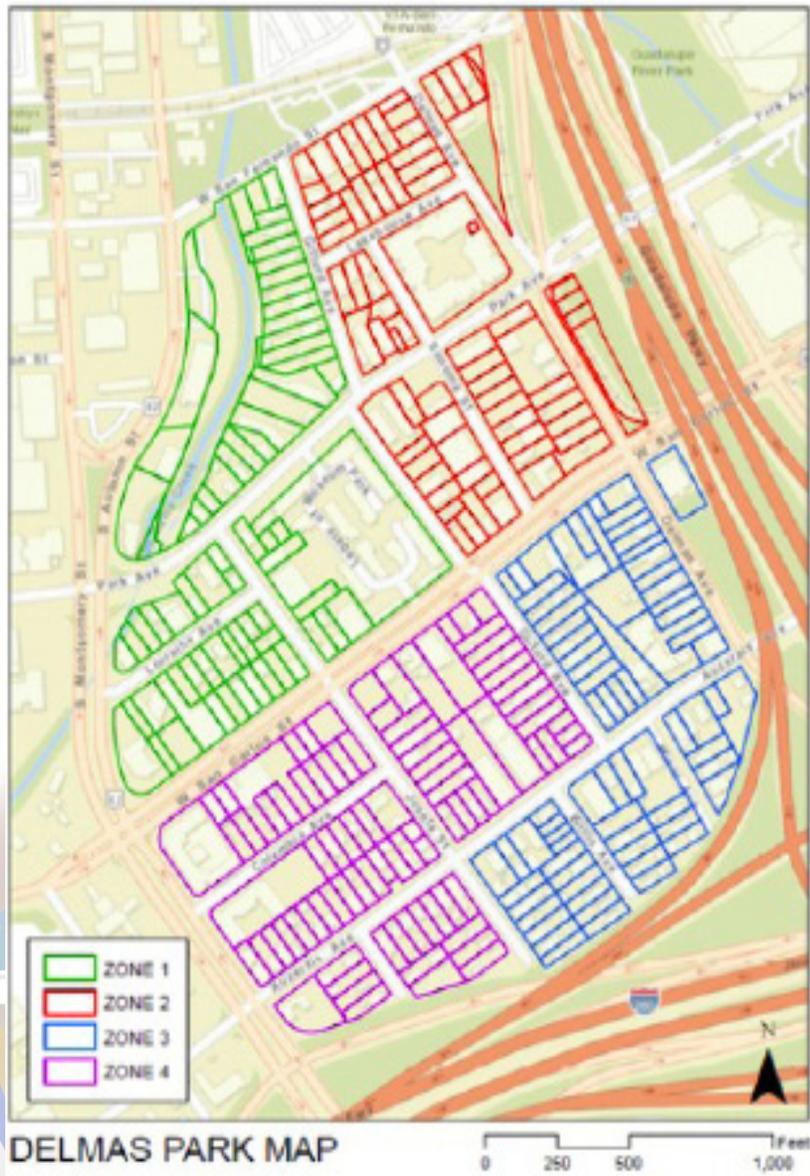


Figure 4.13. Map of Delmas Park parcels divided into four colored zones. This map was used to conduct surveys of property and right of way conditions.

Figure 4.14. Detail of parcels in zone 1 with individual parcel numbers shown.

### Crosswalk Locations by Type

Delmas Park, San Jose



Figure 4.15. Crosswalks in Delmas Park. Standard and ladder crosswalks are differentiated by color and illustrated at the upper right

### Broken Streetlights in Delmas Park



Figure 4.16. Operational status of Delmas Park street lights in April 2018

## 4.4 Property Ownership

As a variety of interested parties and investors alike begin to buy properties in Delmas Park, it is valuable for them to know who are the existing major landowners in the area. To develop an understanding of patterns of property ownership, the graduate student team obtained parcel-level data from the County of Santa Clara Assessor's Office. The parcels in our study area were then isolated and analyzed in terms of ownership. Table 4.4 and the following map depict the major property owners within Delmas Park and a distance of 500 feet from its boundary.

Property Owner	No. of parcels	Acreage owned	% of land owned
State of California	2	0.20	0.10
Caltrain	16	22.56	11.08
Diridon Station Joint Venture LLC	14	8.17	4.02
Pacific Gas and Electric Co	2	2.70	1.33
Santa Clara County	2	0.60	0.29
Santa Clara Valley Transportation Authority	27	7.40	3.64
Santa Clara Valley Water District	11	8.06	3.96
City of San Jose	38	23.52	11.56
San Jose Redevelopment Agency	11	6.79	3.34
San Jose Unified School District	1	0.37	0.18
Non-governmental/Non-utilities	679	92.37	45.39
Private Real Estate Interests	30	15.53	7.63
Missing data	73	15.25	7.49

Table 4.4: Property owners of parcels in Delmas Park. Source: Office of the Assessor, County of Santa Clara

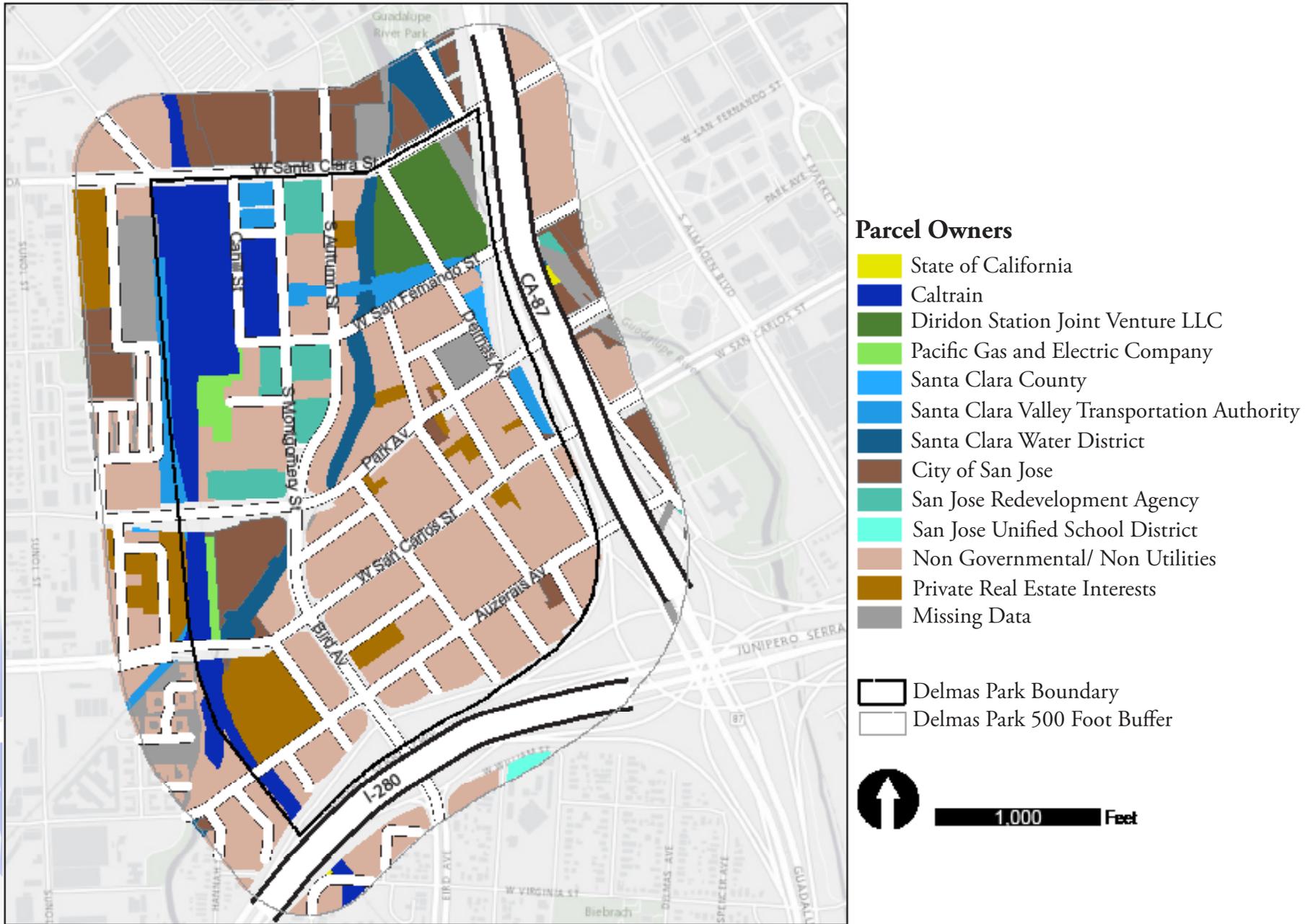
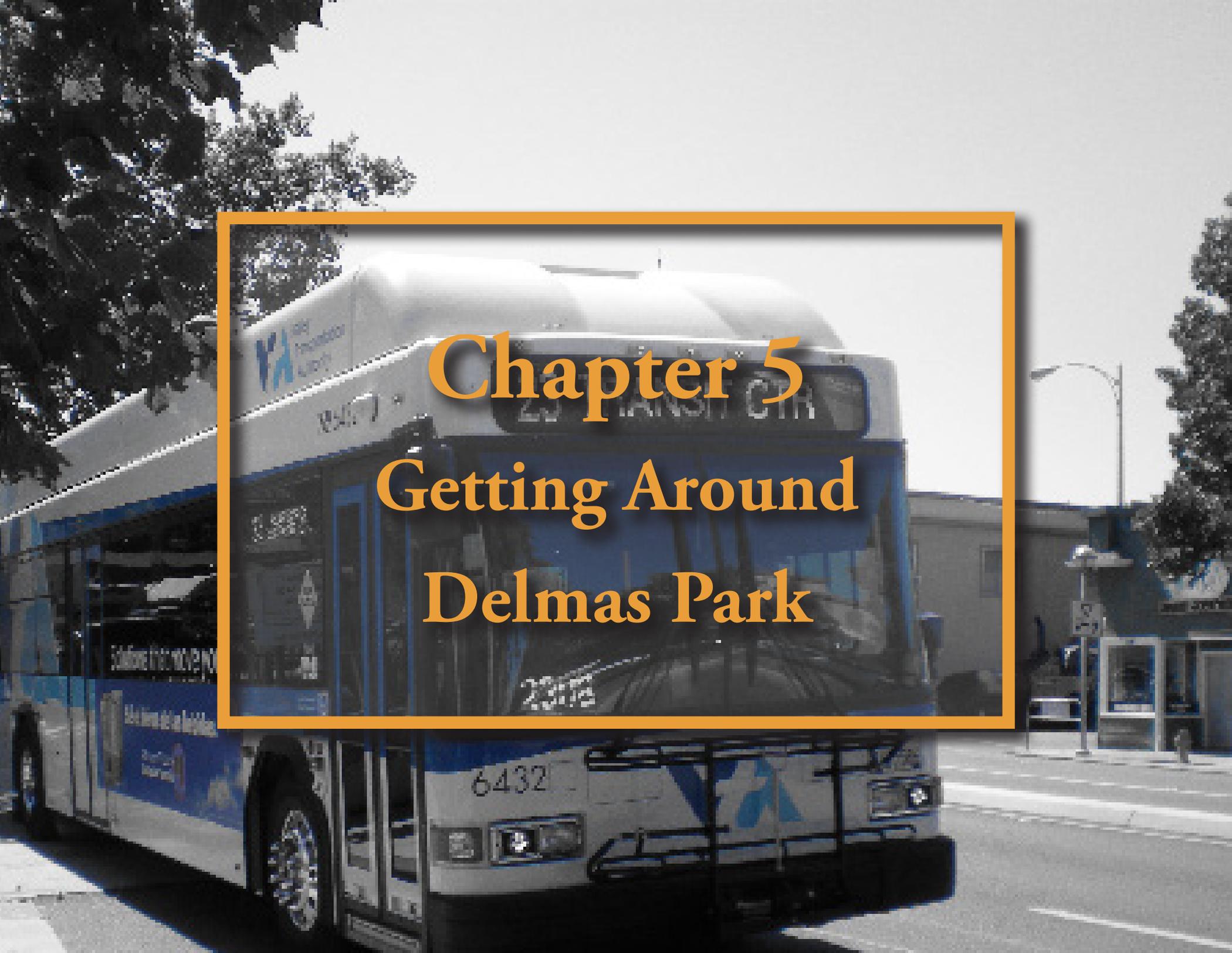


Figure 4.17: Property ownership map. Source: Office of the Assessor, County of Santa Clara



# Chapter 5

## Getting Around

### Delmas Park



**Transportation,** and particularly transit, have an enormous imprint on Delmas Park. This section reviews San Jose's current transportation policy guide and how this is being implemented within Delmas Park. The main aspects of transportation that are covered include automobile safety, bicycle infrastructure, safety, and networks; public transportation, and parking.

## 5.1 San Jose's Vision for Transportation

Two major approaches that guide transportation policy in San Jose are “Vision Zero” and “Complete Streets,” two standards that cities around the world have been increasingly adopting. The goal of Vision Zero is to eliminate all traffic fatalities for every type of transportation mode with the underlying perspective that traffic deaths are preventable and unacceptable. The city’s adopted “Vision Zero San Jose” program shows the city is prioritizing human life and safety, and not just considering mobility. “Complete Streets” is the idea that public right-of-ways should be designed for all travelers, of all ages and abilities, not just drivers. This includes riders of public transit and users of “active transportation” which includes pedestrians, bicyclists, and other non-motorized means of travel. The “Complete Streets Program” for Santa Clara County studies specific corridors in Santa Clara County for potential redesign and improvements.

Delmas Park has a number of potential locations for Vision Zero and Complete Streets improvements. Stakeholders in possible future projects would include political leaders, traffic enforcement agencies, transit operators, community advocates, roadway designers and managers, and most importantly the public.<sup>[64]</sup>

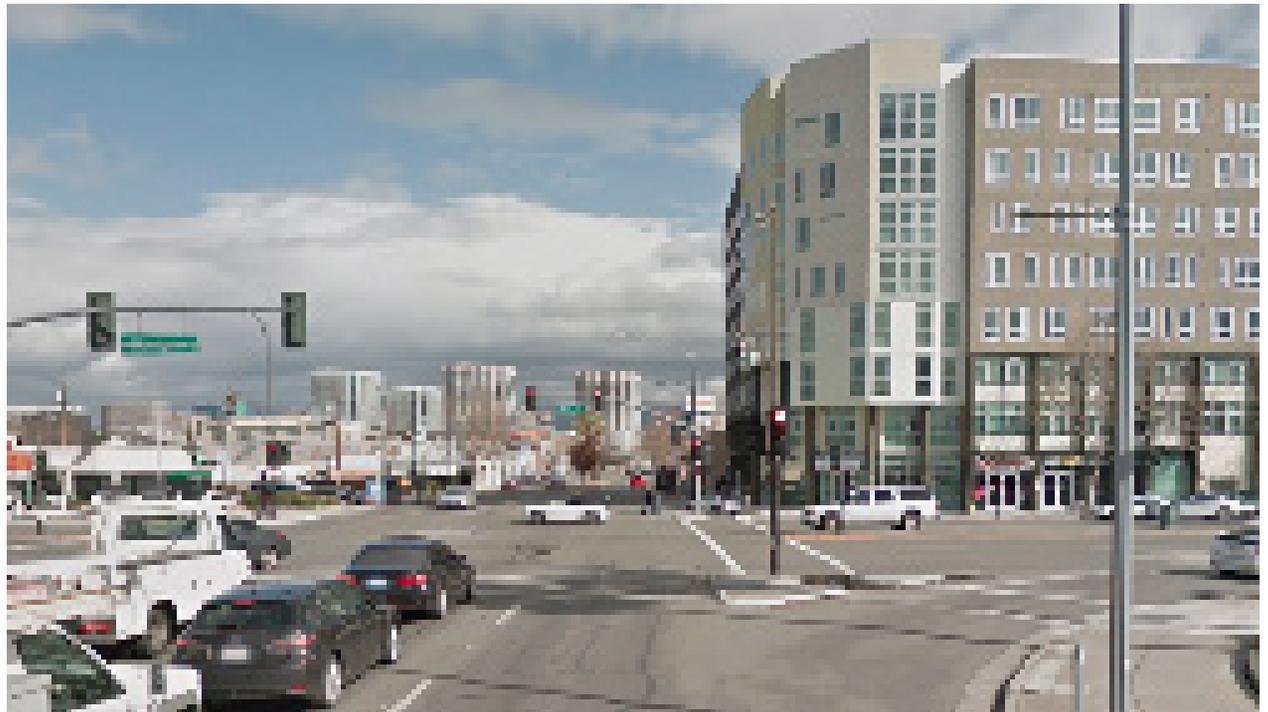


Figure 5.1: Intersection of Bird Avenue and San Carlos Street

## 5.2 Automobile Travel and Infrastructure

Automobile infrastructure dominates Delmas Park, with two freeways, Interstate 280 and Highway 87, bordering the neighborhood to the east and south. Considering the dominance of the freeway infrastructure, residents of the neighborhood utilize automobiles as their primary form of transportation. Table 5.1 highlights the average daily automobile traffic volumes for the neighborhood, compiled by the San Jose Department of Transportation.[65] The quantities are measured in terms of vehicles traveling along the section of the corridor per day.

The street network within the neighborhood also encourages further auto use. The prominent north-south corridor in the neighborhood is Bird Avenue/Montgomery Street. As seen in the image below, it carries significant traffic volumes during peak periods. This is not surprising as the corridor acts as the neighborhood’s sole access point to Interstate 280. The street corridor also bisects the neighborhood and has very minimal pedestrian-friendly landscaping and design. It has large intersections with right-turn slip-lanes (also known as “pork chops”) that allow cars to make seamless turns at higher speeds, thereby compromising pedestrian safety and mobility.

Delmas Park has several east-west thoroughfares that include Park Avenue, Auzerais Avenue, San Carlos Street, and San Fernando Street. These corridors look like they could be quiet neighborhood streets since they are relatively narrow (two

Bird Ave, N of San Carlos St	San Carlos St, W of 87 Expressway	San Carlos St, E of Bird Ave	San Carlos St, W of Gifford Ave	Montgomery St, N of Park Ave	Montgomery St, S of San Fernando St
16,977/Day	14,400/Day	14,100/Day	11,485/Day	7,000/Day	6,760/Day

Table 5.1: Average daily traffic volumes in Delmas Park. Source: San Jose Department of Transportation

lanes versus four or six), with lower posted travel speeds, and more pedestrian-oriented infrastructure (painted crosswalks, landscaping, and bike lanes). However, they still carry outsized traffic volumes during peak periods due to the fact that the streets which pass through Delmas Park provide a connection to downtown and surrounding neighborhoods. Several streets, such as Park Avenue, also receive traffic traveling on and off Highway 87.

The impact of high traffic volumes on a neighborhood with less than robust pedestrian infrastructure is something that should continue to be addressed by the City in its goal of eliminating traffic-related fatalities and injuries.

As previously mentioned, San Jose Vision Zero has outlined that their goal is to eliminate all auto-related fatalities. In the past ten years, there has been one traffic fatality in Delmas Park, which resulted from an automobile hitting a pedestrian, according to the Traffic Incident Management System (TIMS).[66] Figure 5.2 shows the locations in the neighborhood with the most auto-to-auto collisions over a ten-year period (2006-2016). [67]

According to TIMS, the most prevalent type of collision is car-on-car broadside, followed by vehicular/pedestrian collision.[68] Figure 5.5 shows the average monthly injury trend in the neighborhood, using the aggregate data from 2006-2016. [69]

The adopted Delmas Park Improvement Plan notes that circulation and safety could be improved by redirecting through-traffic from smaller residential streets to larger arterials and collectors. [70] Additionally, the plan highlights the need for traffic calming measures throughout the neighborhood. Figure 5.3 highlights areas through which the Neighborhood Improvement Plan suggests traffic should be routed, as well as where traffic calming measures should be installed. These enhancements can ideally help bring the neighborhood closer to reaching San Jose’s Vision Zero and Complete Streets goals.

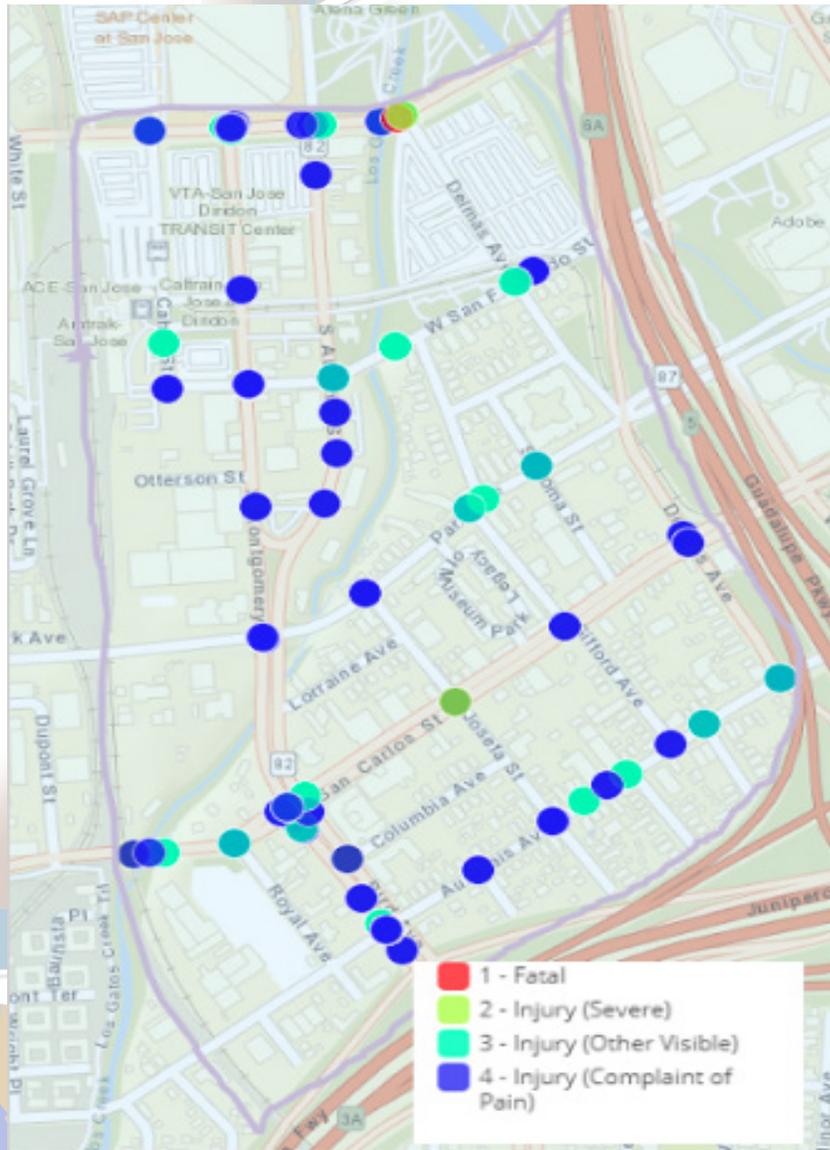


Figure 5.2: Map of auto collision "Hotspots" in Delmas Park Source: tims.berkeley.edu

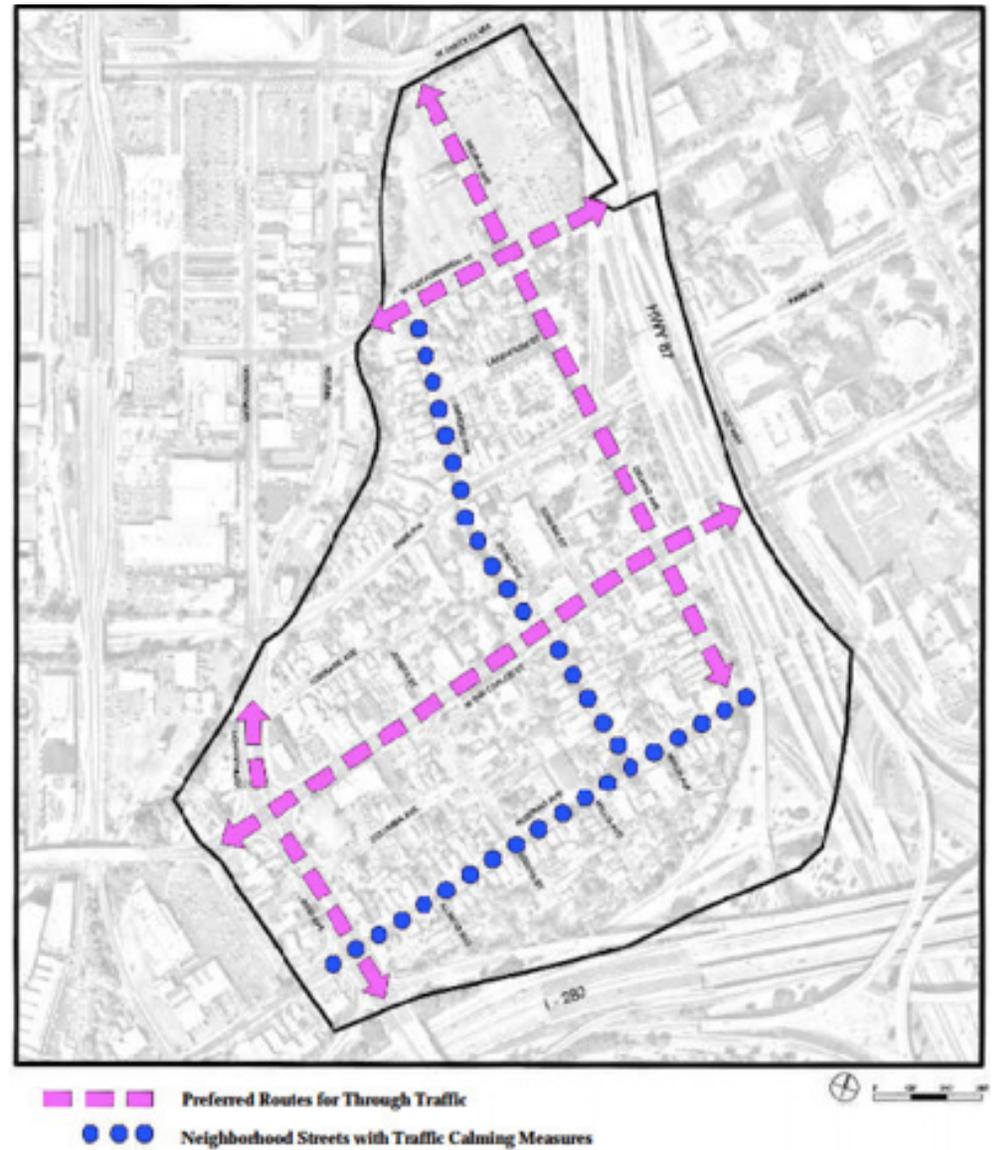


Figure 5.3: Areas for potential traffic improvements in Delmas Park Source: tims.berkeley.edu

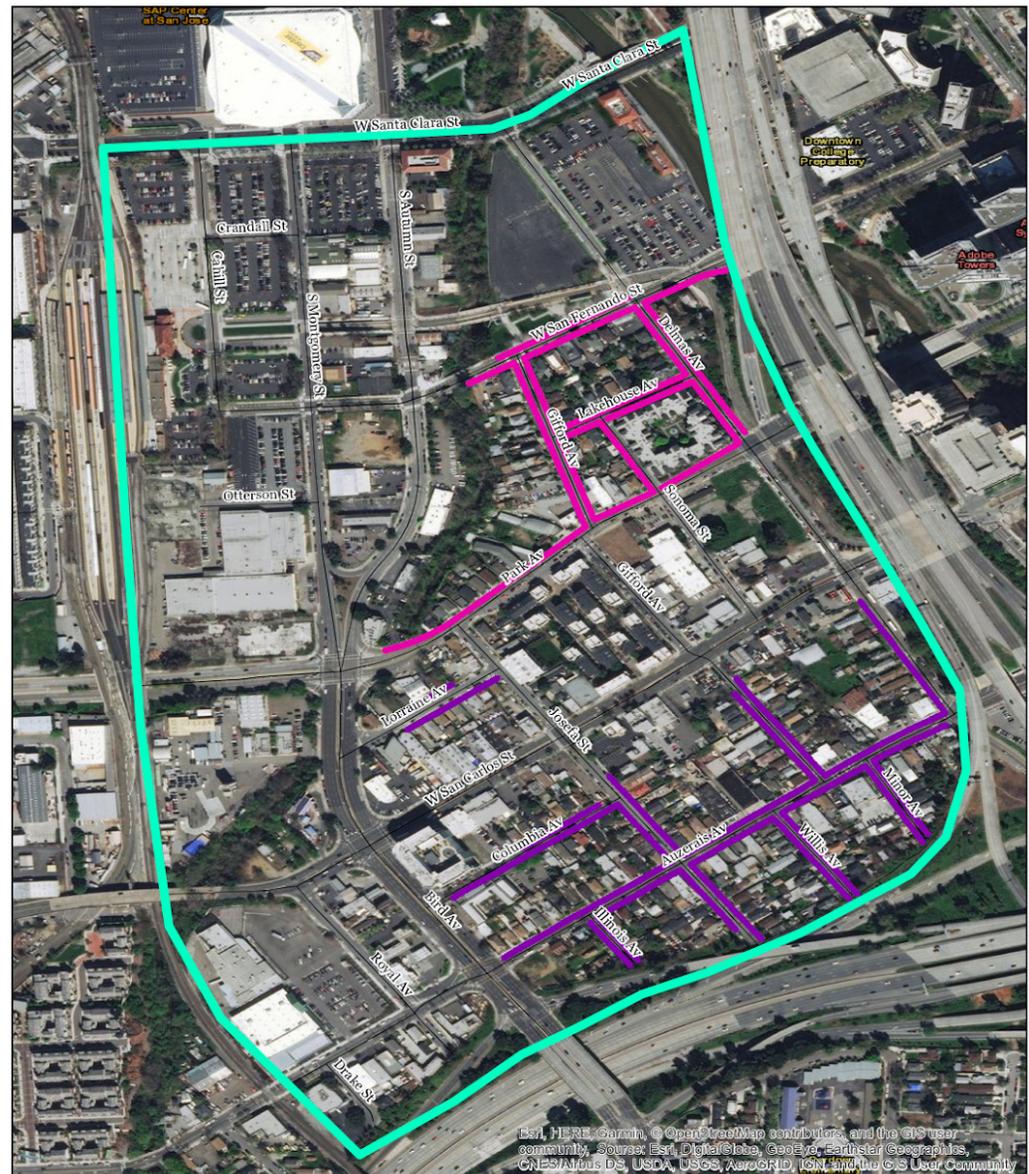
## 5.2.1 Residential Permit Parking Program

The Delmas Park area contains two parking zones, Parkside and Delmas Park, that participate in the city's Residential Permit Parking Program (RPP) and are managed through Parking Compliance staff. Drivers who do not obtain a parking pass will get ticketed and, it is hoped, will be less likely to continue parking on these residential streets. However, one of the most common complaints voiced by the residents of Delmas Park is that enforcement efforts are not operating as well as they should be.

## 5.2.2 Bicycle and Pedestrian Travel, Infrastructure and Safety

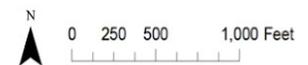
Walkable and bikeable neighborhoods positively impact individuals and the community at large by creating equitable and safe streets that encourage active lifestyles. The mild climate and flat terrain of Delmas Park provide bicyclists and pedestrians with ideal environmental conditions; however, the close proximity to the highways has fostered an auto-centric neighborhood.

Since 2002, the City of San Jose and residents of the Delmas Park neighborhood have worked together to identify traffic-related barriers to active transportation and to develop creative solutions. As a result, improvements to the conditions of streets and sidewalks, such as new sidewalks, curbs, landscaped median islands, pedestrian-scale street lights, and the installation of wheelchair-accessible curb ramps at selected intersections, have been made to the neighborhood's streetscape to create safer and more accessible roadways. [71]



**Residential Parking Permit Zones**

- Parkside
- Delmas Park



San Jose State University, March 01, 2018

Data Source: City of San Jose

Figure 5.4: Boundaries of the Parkside and Delmas Park RPP zones.



Figure 5.5: Monthly average collisions in Delmas Park. Source: tims.berkeley.edu

Although the City has invested in traffic calming measures and made infrastructure improvements, the congested roadways and fast-moving traffic through the neighborhood continue to discourage active transportation. According to the 2017 CommUniverCity community survey, 64.7 percent of respondents noted that their primary mode of transportation is an automobile. Although there is more work to do to improve traffic safety within the neighborhood, the City and residents of Delmas Park are committed to creating a walkable and bicycle friendly community for roadway users of all abilities. The San Jose Bike Plan 2020 and Vision Zero describe the “City’s commitment to prioritize street safety and ensure all road users—whether you walk, bike, drive, or ride transit—are safe.” [72]

According to the San Jose Bike Plan 2020, the vision is to make bicycling an integral part of daily life where bicycling is convenient, safe, and commonplace. [73] The City of San Jose Bicycle and Pedestrian Program has set ambitious goals to support active transportation as a viable means of travel. “Goals of the program are to

achieve 5 percent of trips by bike by 2020, achieve 15 percent by 2040, build a 400-mile on-street bikeways network, and work with the Parks Department’s Trail Program to complete a 100-mile off-street bikeways network.” [74]

### Bicycle Infrastructure

Within the study area, bicycle infrastructure has improved since the 2002 Delmas Park Neighborhood Improvement Plan was adopted, but there is still more work to be done to create a bike friendly neighborhood. Dedicated bike lanes have been installed along high traffic areas on Park Avenue, Montgomery Street, and San Fernando Street. Green bike lanes can be found on Montgomery Street and San Fernando Street to “increase the visibility of the facility, identify potential areas of conflict, and reinforce priority to bicyclists in conflict areas and in areas under pressure for illegal parking.” [75] “Sharrows” (shared roadway bicycle markings used on bike routes to remind motorists and cyclists that the lane is too narrow to ride side-by-side)

are present on Auzerais Avenue. [76] There are no dedicated bicycle lanes or routes along San Carlos Street, a major thoroughway, within the neighborhood. Figure 5.7 shows existing and future bicycle infrastructure.

The availability of bicycle parking near employment, retail, and other common destinations encourages bicycling as a viable form of transportation. There is a total of 50 bicycle parking spaces within Delmas Park. Including the SAP Center’s bicycle parking spaces, just beyond the study area, there is a total of 96 bicycle parking spaces. Figure 5.6 shows the location of bicycle parking in the public right-of-way that is owned and maintained by the City of San Jose. It is recommended that additional bicycle parking be made available along the north and south corridors of the neighborhood. The City of San Jose Bicycle and Pedestrian Program accepts rolling applications for city-funded bicycle parking. Residents can request the installation of a bicycle rack in the city through the Bicyclist and Pedestrian Program.

## Bicycle Network

A connected bicycle network can encourage active transportation, improve safety, promote economic development, and create better public spaces focused on people as opposed to automobiles. Over the next two years, the Better Bikeways project will transform streets in and around downtown by constructing separated bike lanes to create connected bikeways for all ages.<sup>[77]</sup> Additionally, the regional Ford GoBike shared bicycle or “bike share” is expanding in San Jose. Bike share provides an additional transportation option and can encourage residents to rethink their commute to work, school, appointments, social engagements, and running errands. Bike share helps to improve accessibility by providing a fun, convenient, and affordable way to get around town without an automobile. Bike share is a transportation option for students, commuters, individuals without a driver’s license, and those who choose to live a car-free lifestyle.



Figure 5.6: Ford GoBike station near the San Fernando VTA light rail station.

## Pedestrian Infrastructure

Based on observations from the streetscape assessment, the majority of the sidewalks are at least four feet wide and are thus wide enough to comfortably walk alongside others. However, several factors create a less than desirable place to walk including fast-moving traffic, broken sidewalks, debris, vacant lots, poor lighting, and lack of seating. There is also a lack of signage to help guide pedestrians through the neighborhood. On the positive side, many of the sidewalks are in compliance with the Americans with Disabilities Act guidelines.

The Delmas Park Neighborhood Improvement Plan proposed a pedestrian network with many areas highlighted for potential infrastructure improvements. Figure 5.8 highlights the specific streets that could benefit from installing such measures. By creating more robust pedestrian networks, people of all abilities can safely move throughout Delmas Park.

## Bicycle and Pedestrian Safety

As previously mentioned, a guiding principle of Vision Zero is the belief that fatalities and serious injuries are preventable. Collisions are thus “mostly the result of poor choices, along with roadway designs that in the past have focused on the efficiency, speed, and convenience of motorists.”<sup>[78]</sup> Prioritizing the safety, accessibility, and mobility of active transportation users will help San Jose achieve its Vision Zero goals.

Between 2006 and 2016, there were 153 traffic collisions in the Delmas Park neighborhood. Fig.

5.9 below shows the locations of these collisions within Delmas Park. Within that ten-year period, 29 collisions involved a bicyclist and 19 collisions involved a pedestrian. As previously mentioned, one pedestrian fatality resulted from these collisions. Bicyclist-involved collisions accounted for approximately 19 percent of all collisions while pedestrian-involved collisions accounted for approximately 12 percent of all collisions. The 48 bicycle and pedestrian collisions with motor vehicles resulted in more than 31 percent of all collisions. Pedestrians and bicyclists are overrepresented in collisions compared to their share of miles traveled.



Figure 5.7: Current and future bicycle infrastructure

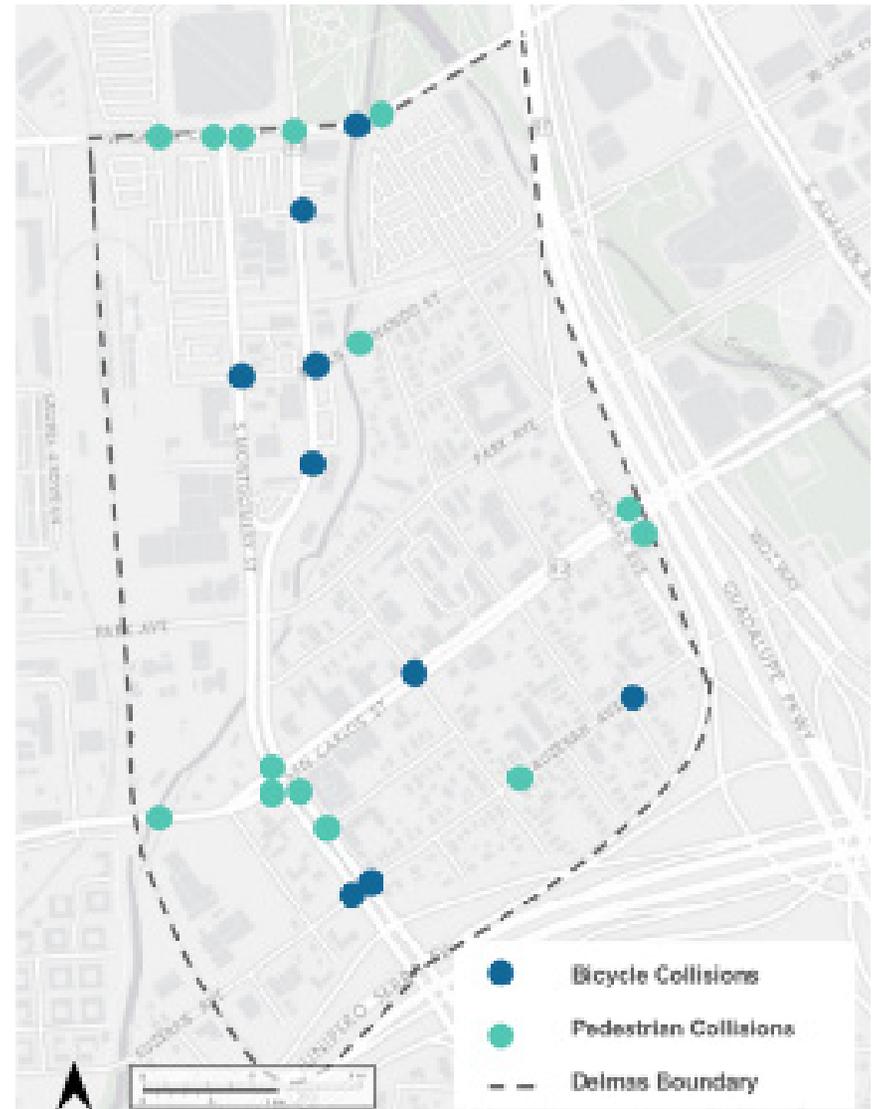


Figure 5.8: Potential pedestrian improvements in Delmas Park.  
Source: Delmas Park Neighborhood Improvement Plan

Figure 5.9: Map of bicycle and pedestrian collisions with automobiles (2006-2016)  
Source: tims.berkeley.edu

### 5.3 Public Transit

A major asset for Delmas Park is that it is within walking distance to the San Fernando Light Rail Station and San Jose Diridon Station. Diridon is a key transit hub for San Jose residents who travel beyond the Santa Clara Valley Transportation Authority (VTA) bus boundaries. Amenities here include bike lockers, bike parking, and proximity to bike share.



Figure 5.10: VTA bus routes in Delmas Park  
Source: Santa Clara Valley Transportation Authority

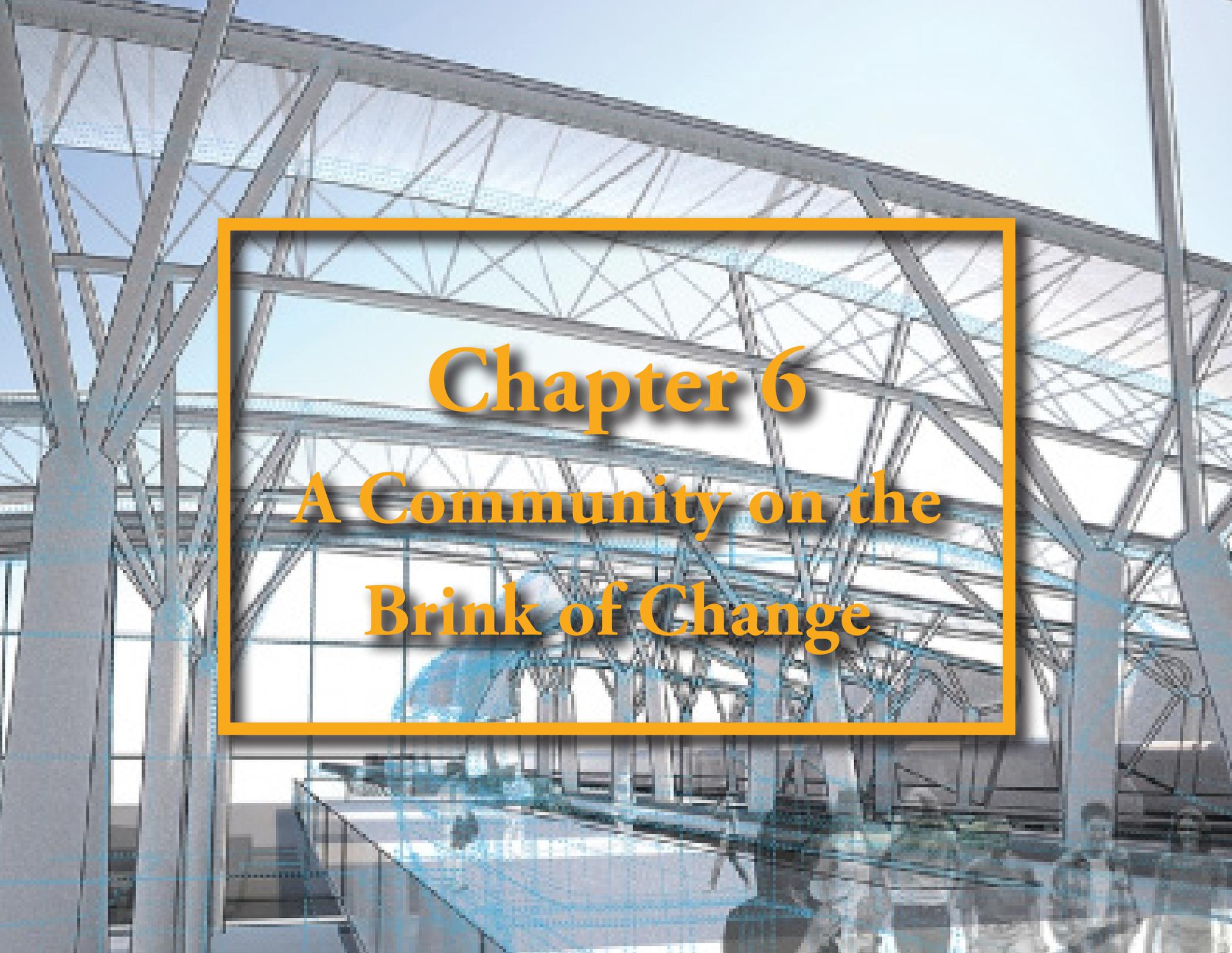
Bus Line	Weekday			Saturday		Sunday	
	Frequency (6:30am-9am)	Frequency (9am-3pm)	Frequency (After 3pm)	Hours	Frequency	Hours	Frequency
63	30 min.	45 min.	60 min.	9am-7pm	60 min.	9am-5pm	60 min.
64	15 min.	15 min.	30 min.	7am-10:30pm	30 min.	7am-9:30pm	30 min.
65	45 min.	45 min.	45 min.	-	-	-	-
68	15 min.	15 min.	45 min.	6:30am-12pm	20 min.	8am-12pm	20 min.
181	30 min.	15 min.	30 min.	8am-11pm	20 min.	8am-11pm	20 min.

Table 5.2: Frequencies with which VTA buses run through the Diridon Train Station.

The Diridon Station supports the service of many agencies including VTA buses, VTA light rail, Caltrain rail, Caltrain shuttle, Amtrak rail, Amtrak bus, Santa Cruz Metro, ACE (Altamont Corridor Express), Greyhound, and MST (Monterey-Salinas Transit).

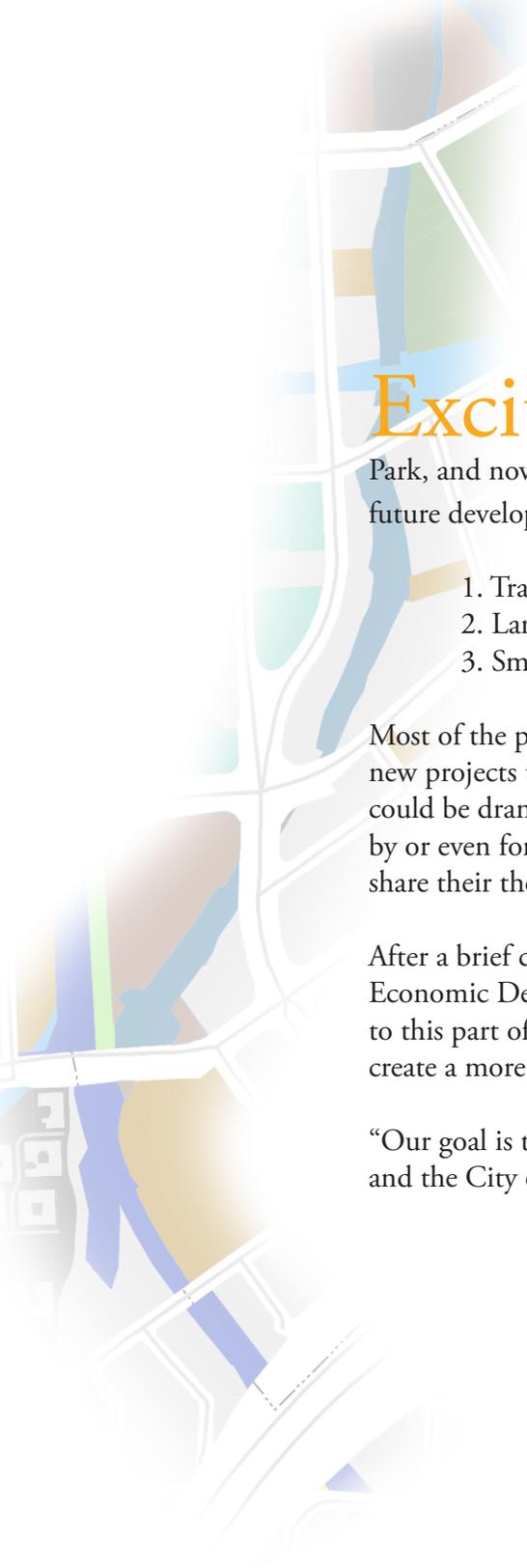
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# Chapter 6

## A Community on the Brink of Change



## Exciting projects

are being proposed that will shape the future of Delmas Park, and now is the best time for the community to get involved. We have identified three major types of future development projects:

1. Transportation development in and around Delmas Park
2. Large-scale mixed-use development in the vicinity of Diridon Station
3. Smaller-scale developments throughout the neighborhood

Most of the proposed development is in the north part of the neighborhood, but there are opportunities for new projects throughout Delmas Park. Given the number and scale of proposed projects, the community could be dramatically different in ten years time. However, since most of the projects have not been approved by or even formally proposed to the City of San Jose, there are still many opportunities for the community to share their thoughts.

After a brief conversation with Bill Ekern, San Jose Diridon Station Area Project Manager in the Office of Economic Development, we learned that the general hope from the City is to bring excitement and creativity to this part of town. The goal would be to expand the downtown core to involve the Delmas Park area, and create a more vibrant sense of place between Diridon Station and downtown San Jose.

“Our goal is to ensure that the development that does occur aligns with the goals of both the community and the City of San Jose. However, we are specifically seeking input from current Delmas Park residents, so

## 6.1 Transportation Development in and around Diridon Station

Diridon Station is currently served by nine local and regional transportation providers. Transit expansion projects, including California High Speed Rail (HSR) and VTA's BART Silicon Valley Extension, will greatly increase travel to Downtown San Jose, making Diridon the "Grand Central Station of Silicon Valley." and one of the largest transit hubs in the western United States. With good planning, these developments can lead to new amenities and infrastructure that attract more people and revitalize the area. [79]

### 6.1.1 California High Speed Rail

Planning is already underway for the San Jose to Merced extension of HSR. This is the second phase of the project, joining the Central Valley segment already under construction. HSR's San Jose stop would be at an expanded Diridon Station. The HSR Authority is working closely with transit agencies and the City of San Jose to design both the alignment of the tracks into and out of an expanded transit station. Through these efforts, the HSR Authority hopes to achieve the following: [80]

- Promote economic development in the City of San Jose
- Encourage station area development
- Enhance connectivity to other modes of transportation

To achieve these stated goals, the authority needs to consult with the many project stakeholders, Delmas Park residents, various private and public interests, plus other transit agencies, and the state government. In a complex project such as this, conflicting interests will invariably arise. Resolving the conflicts between all of these interests will not be easy, but coming to a common solution is critical for the success of this project.

One key choice to be made about HSR in San Jose is determining the best approach of the trains into Diridon Station from the south, through Delmas Park. As of Fall 2017, there are two options currently on the table; the city prefers one option and the HSR Authority prefers the other. [81]

Option 1 (in blue): An aerial entrance from both the north and south. High Speed Rail would run east of the 87 Freeway south of Interstate 280, then run on an aerial structure above



Figure 6.1: Rendering of CA-HSR entering Diridon Station

the 87-280 interchange and into the southern part of Delmas Park. The aerial structure would continue east of Bird Avenue to Diridon Station.

Option 2 (in green): An at-grade entrance on both ends, following the existing, but soon-to-be upgraded electrified Caltrain tracks. This is also known as a "blended" approach, see figure 6.2.

The HSR Authority prefers Option 1, as it requires less effort in working with Caltrain, avoids some potential conflicts with other train service elsewhere in San Jose, and may have less push-back from neighbors in the adjacent residential areas, particularly near the Willow Glen community.

The City prefers Option 2, because it is assumed to have less impact in and around Delmas Park, and will be more financially achievable. Accord-



Figure 6.2 : Proposed High-Speed Rail options 1 & 2

2009	2010	2011-2015	2016	2017	2018
Notice of Intent/ Notice of Preparation (NOI/NOP)	Preliminary Alternatives Analysis Report	Supplemental Alternatives Analysis Report (2011)	2016 Business Plan Adopted, Establishing Valley to Valley Segment	Staff-Recommended Preferred Alternative for Board Consideration	Final EIR/EIS with Response to Comments
Public Scoping	Community Outreach	Continued Development of Alternatives	Community Outreach	Draft Environmental Impact Report/ Environmental Impact Statement (EIR/EIS) to be issued	Board Notice of Decision (NOD)/ Certification
Community Outreach	Stakeholder Engagement	Community Outreach	Stakeholder Engagement	Community Outreach	Federal Railroad Administration Record of Decision (ROD)/Approval
Stakeholder Engagement		Stakeholder Engagement		Public Hearing to take Public Comment	Community Outreach (ongoing)
				45-Day Public Comment Period	Stakeholder Engagement (ongoing)

◀◀ PUBLIC INVOLVEMENT ▶▶

Table 6.1 : CEQA EIR draft process for HSR

ing to the city, the critical piece of making the at-grade option work is finding a solution for the train maintenance facility currently located in San Jose. As it is now, ACE, Amtrak, Union Pacific Freight and Caltrain all use this facility, and there is no additional capacity for HSR. In order for HSR to share the track with Caltrain, there will need to be some track modifications, and the maintenance facility needs to move. A potential new site has been identified; however, key stakeholders are still discussing this option.

While there are many technical, environmental and community considerations that will influence the decision, Option 2 appears relatively more advantageous for the residents of Delmas Park. For a neighborhood already impacted by two major freeways, the at-grade alignment helps spread the brunt of this project to the broader community. It also allows for a less expensive,

easier connection to the current tracks at Diridon Station. And, for travelers, it will provide a shorter walking distance from the train platform to the station entrance. However, this could lead to intra-city conflict between nearby neighborhoods like Willow Glen.

The HSR Authority is currently going through their CEQA Environmental Impact Review (EIR) process for the San Jose to Merced section. Through this effort, the station location and the alignment of the tracks will be determined. Therefore, the City has requested that the HSR Authority review both the impact of Option 1 and Option 2. Since a final decision has not been made on the track alignment, now is a critical moment for the community to provide their input. By the end of 2017, the authority hoped to have their staff-recommended preferred alternative for board consideration (Figure 6.2). [82]

## 6.1.2 The Extension of BART into Silicon Valley

The VTA BART Silicon Valley Extension is a result of voter-approved Measure A from 2000. [83] There are two phases to this project. The first phase, which has been recently completed, is the extension to the Warm Springs Station in Fremont. Phase two, the phase Delmas Park is most concerned with, is the extension through San Jose to the City of Santa Clara. The goal is to extend the BART line from a new Berryessa Station (coming in 2019), into a new Alum Rock station, to a Downtown station and connect to Diridon Station. It will terminate at the Santa Clara Caltrain Station, a total length of 16 miles.

For this extension to enter into downtown San Jose and reach Diridon Station, a 5-mile-long subway tunnel will need to be created through downtown. There is currently a disagreement between BART and VTA about how the tunnel will be dug. BART would prefer a “cut and cover” approach which involves digging a big trench, building the BART tunnel in the trench, and covering the tunnel once complete. This would require tearing open Santa Clara Street for several years during construction. This has ramifications for businesses along Santa Clara Street and would disrupt traffic flow patterns and utilities crossing Santa Clara Street. To minimize these impacts, VTA is proposing to drill a tunnel using a boring machine. This process would be less time consuming and disruptive, but more expensive. [84] BART also has concerns about

operating the resulting tunnel which would have tracks on two levels instead of side-by-side, as in the cut and cover option. The estimated timeline for completion and passenger rail service is 2026.

A decision has also not been finalized on where the BART station at Diridon Station would be located. There are currently two primary options:

North Option: Station is planned to be located adjacent to the south side of Santa Clara Street, between Autumn Street and Diridon Station.

South Option: Station is planned to be located further south of Santa Clara Street, between Autumn Street and Diridon Station.

Currently, staff at the City of San Jose think that the station portals will be above ground at East Santa Clara Street. One key piece of this puzzle to figure out is how to design the BART station to best integrate pedestrian movement from the BART trains to the buses and trains above ground. In particular, stakeholders need to consider the depth of the BART station and how it will connect with HSR, particularly if an aerial approach is considered. If HSR has an aerial approach, and BART uses its deepest possible configuration, that could require travelers transferring between the two to traverse the equivalent of a 16-story building.

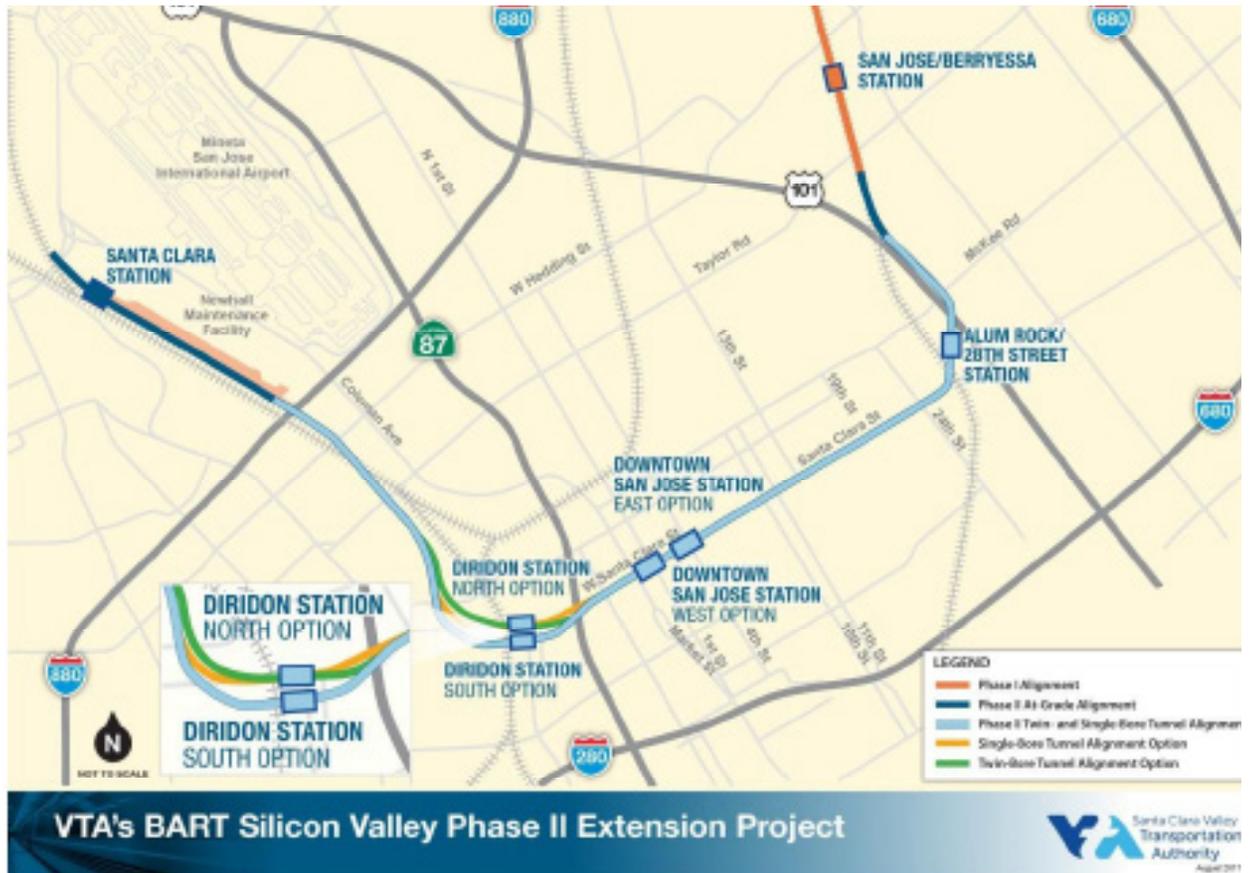


Figure 6.3: Extension of BART. Source: <http://www.vta.org/News-and-Media/Connect-with-VTA/Major-Decision-about-BART-Phase-II-Extension-on-the-Horizon#.Wl2Zwq6nGM8>

## 6.2 Planning for Mixed Use Development

### 6.2.1. Diridon Station Area Plan (DSAP)

The City of San Jose initiated development of the Diridon Station Area Plan (DSAP) in June 2008 and began coordinating with regional agencies such as the Santa Clara Valley Transportation Authority and the San Jose Redevelopment Agency. The City's primary objective is to redevelop the area around Diridon Station with intensive mixed-used development. The DSAP examines areas within a half mile of the station and divides the study area into three zones, depicted in Figure 6.4. The majority of Delmas Park is located within the central and southern zones.

The City developed three alternatives for the central and southern zones of the Diridon Station Area Plan, taking into account the unique current conditions of each. The alternatives are described in Table 6.2.

DSAP data was collected in 2011 and finally established in 2016. Since its approval, the DSAP has served as a reference for transportation planners to envision the evolution of the Diridon Station and San Jose's downtown area. An updated DSAP will be proposed by the City of San Jose in the next couple of years and will take into account the current conditions of the city. The updated DSAP will include new developments such as the proposed Google campus and remove now-defunct projects such as a new baseball stadium.

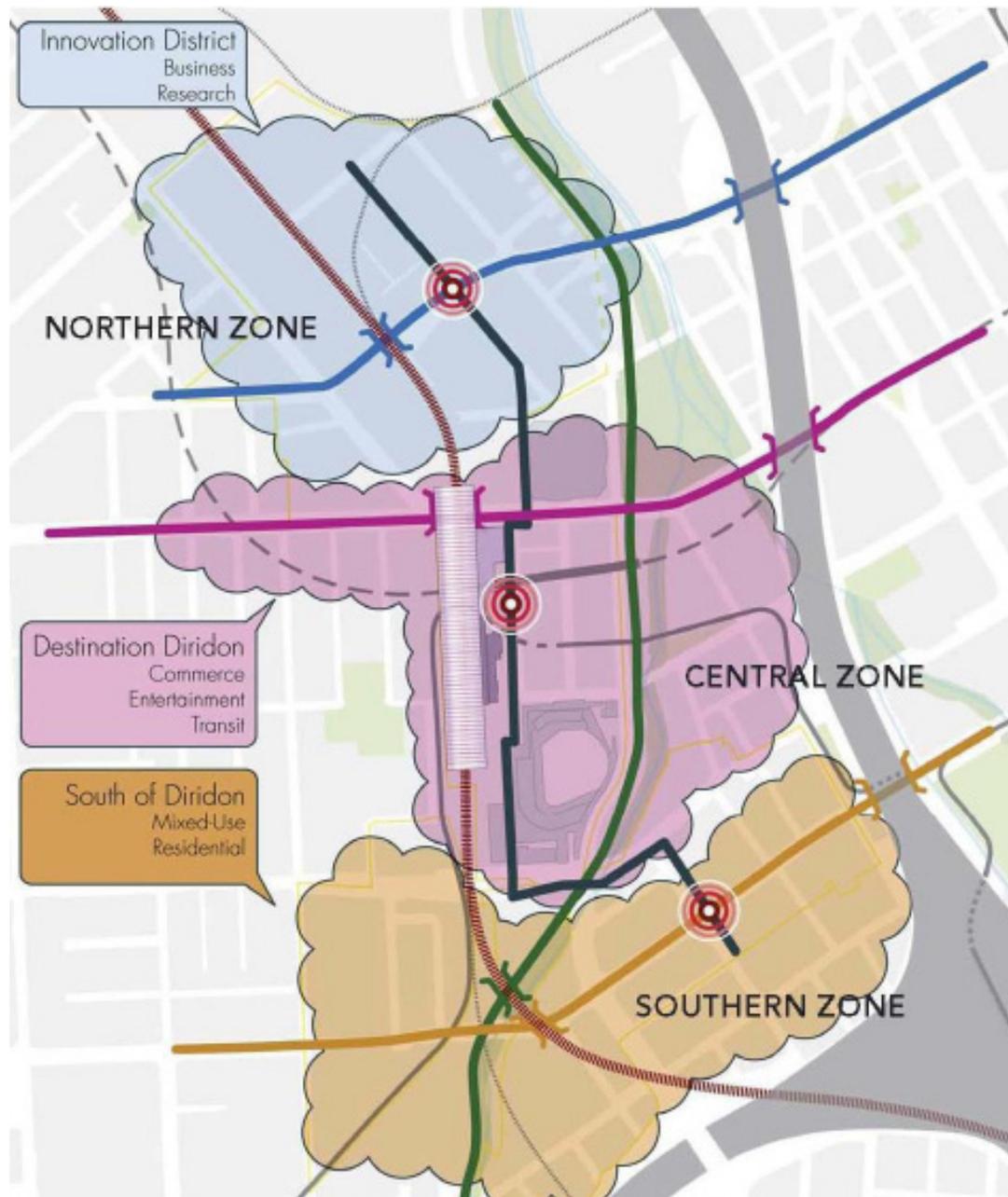


Figure 6.4. The three zones of the Diridon Station Area Plan. [85]

Features/ Alternatives	Alternative A	Alternative B	Alternative C
Description	Most residential with linear open spaces Balance between residential and employment uses	Sports and entertainment with green squares. Increase overall density	most commercial with green belt and parks Josefa Street becomes the heart of the Park/ San Carlos Distric
Central and Southern Zones [86]	Central: Business District Southern: Neighborhoods	Central: Sports, rest and retail Southern: Neighborhoods and Commercial	Central: Commercial and Mixed Uses Southern: Neighborhoods and Commercials
Baseball Stadium [87]	No	Yes	Yes
High Speed Rail (HSR)	Below ground- Existing ROW [88]	Below ground- new row	Elevated - Existing Row
HSR to the south of station	Existing ROW to Tamien light rail transit station	New ROW straight to tamein light rail transit station	New ROW along 280 & 87 to Tamein Light rail transit station
New Diridon Station	“Linear” arrangment	Skewed alignment	“Compact” arrangment
Office	2 million square feet Business district with ground floor retail uses on all buildings	1 million square feet High density commercial district with ground floor retail uses	3 Million square feet
Residential [89]	5000 dwellings	4000 dwellings	2000 dwellings
Hotels [90]	400 rooms Two high end hotels	600 rooms Hotels in Central and Southern zones	800 rooms
Retal Stores	200,000 square feet neighborhood, amenity and transit serving Strengthen the linking to downtown	400,000 square feet neighborhood, sports and entertainment in Central zone Freeway based retail in the Auzerais district	600,000 square feet neighborhood, multi level in central zone
Open Space	Public Open space in front of the new station terminal A formal outdoor public plaza between the new and existing station terminals Large new park on the existing fire department training site	New large public plaza at the heart of the neighborhood Public plaza or squares Large new park on the existing fire department training site	Green spaces of different sizes and shapes

Table 6.2: Central and southern zones alternatives.

## 6.2.2 Small Scale Future Developments

In Delmas Park and the surrounding neighborhoods, the urban landscape is evolving. Vacant lots are being proposed as sites for new housing and mixed-use development, office space and hotels. This adheres to the Envision San Jose 2040 General Plan that was adopted in 2011, which allows for the construction of up to 120,000 dwelling units citywide by 2035.<sup>[91]</sup> During conversations with Delmas Park residents, some respondents expressed excitement about the prospect of abandoned parcels of land transforming into usable space. Residents realize that the approval process to develop the land can be long and extensive. For those who are optimistic and look forward to new development, the hope is that the changes will be positive. Potential benefits could include a greater number of neighborhood amenities, an increase in jobs, and overall benefits such as improvements of deteriorating streets and sidewalks.

An interactive map available at [www.thinkbigger-sanjose.com](http://www.thinkbigger-sanjose.com) allows users to click on parcels of land to find out what development is proposed (Fig.6.5). The website is dedicated to documenting the changing urban face of San Jose through blogs, articles, and development information.

The table below is a list of parcels with their location that are under construction, proposed, or completed since 2015. <sup>[92]</sup> The information was gathered from a combination of sources, including the City Of San José Business Development Office, Emporis (a provider for building data and construction projects), and Skyscrapercity Forums construction projects (a community forum dedicated to urban projects).

Parcel Location	Description
404 Bird Avenue (Corner of Bird Avenue and Auzerais)	Extended stay hotel, 5 Stories with 3,500 square feet of retail
70 470 West San Carlos (southwest corner of West San Carlos and Gifford Ave)	2 to 6 story residential building (approximately 143 units), retail included
443 West San Carlos (Northeast corner of West San Carlos and Gifford Ave)	7 stories, 94 units of residential, 3,000 square feet of retail
433 Auzerais Avenue (Between Gifford and Delmas)	6 stories, 130 residential units
341 Delmas Avenue (Between West San Carlos St. and Auzerais Ave.)	5 Stories, 120 residential units
267 Delmas Avenue (corner of Delmas Ave. and West San Carlos)	5 stories, 36 residential units, 1600 square feet of retail
Montgomery 7 (corner of Montgomery Street and Park Ave.)	Affordable housing units, 11 stories, 70 units, 1865 square feet of retail
201 Delmas Avenue (corner of Park Ave. and Delmas Ave.)	5 stories, 123 residential units, 1,000 square feet of retail.
440 W. Julian Street	3 office buildings, each 6 stories high
Diridon, parcel bounded by W. Santa Clara Street, W. San Fernando, Los Gatos Creek and Guadalupe River	3 buildings: 1-13 stories, 1-12 stories, 1-10 stories, 325 units. Includes 1,000,000 SF of Class A office, up to 35,000 SF of retail, large public plaza, and re-purposed San Jose Water Company building.

Table 6.3 Proposed, under construction, or completed projects in Delmas Park since 2015.

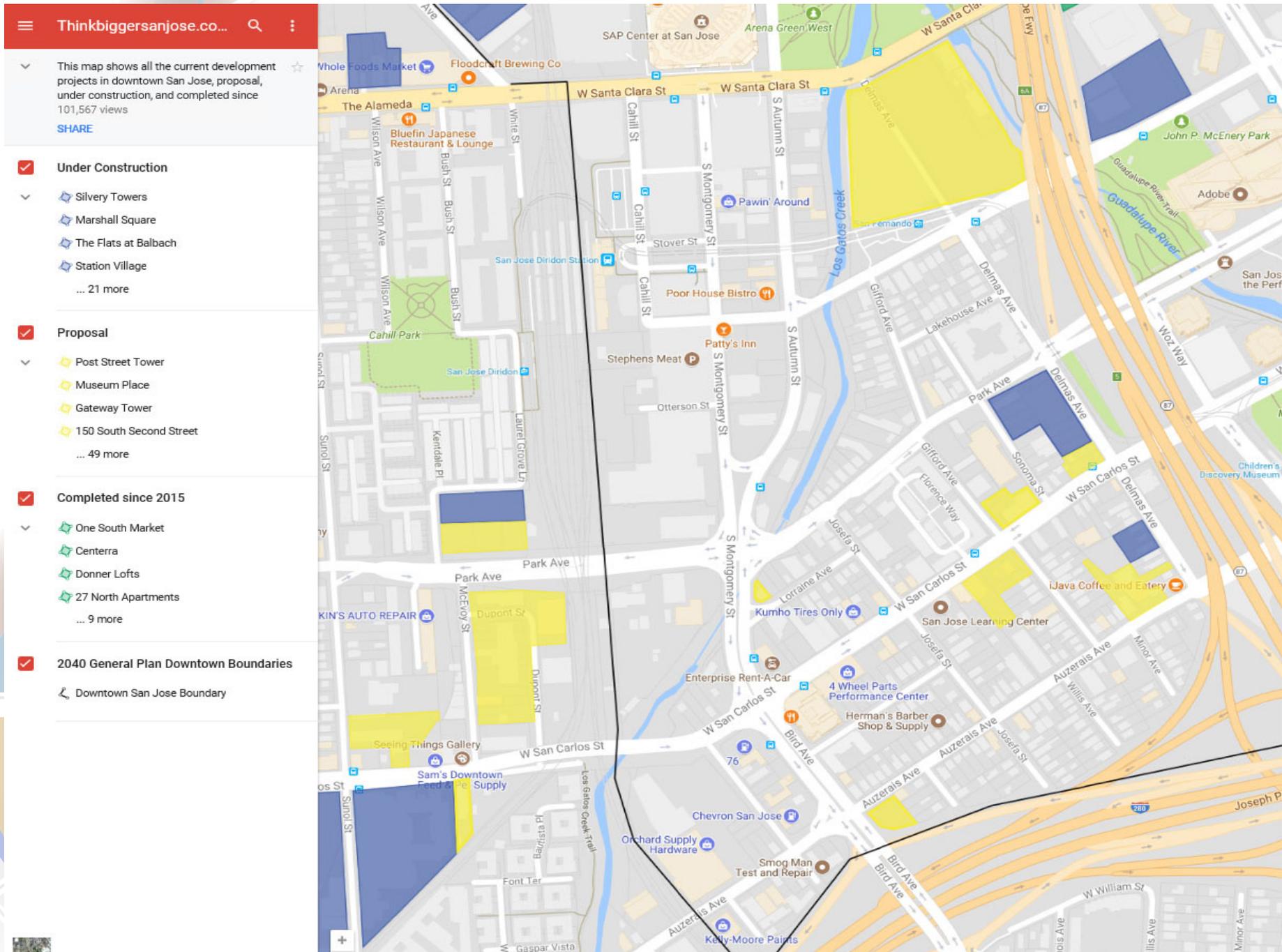


Figure 6.5 An interactive map allows users to click on colored parcels of land that indicate whether the development is under construction, completed, or proposed. Each pop-up provides the latest information on the parcel, including type of development. [93]

## 6.2.3 Large Scale Future Developments

### Proposed Google Development

Google was created in 1996 as a Stanford research project by two PhD students, Sergey Brin and Larry Page. Today, Google is internationally known as a leading tech company that provides a wide range of internet services. [94] Google's headquarters, nicknamed GooglePlex, is located in Mountain View, California and is the company's largest campus. The original GooglePlex building surpassed the New York campus in square footage when it added additional office space in 2015 to total 3,100,000 square feet. [95]

Previously, Google had propositioned the City for 16 parcels of land in the Delmas Park neighborhood. Between December 2016 and January 2018, Google partnered with developer Trammell Crow to acquire a total of 23 San Jose properties for a price tag of over \$150 million. [96] The high tech giant continues to purchase parcels of land within Delmas Park with the objective of creating a new campus of 6 to 8 million square feet of development. [97] Reports mention that Google would in future purchase additional property within the city that has a price tag for \$67 million and the project, when completed, is expected to add 15,000 to 20,000 tech workers to downtown San Jose. [98, 99]

One of the more recent land acquisitions occurred on April 3, 2018: a purchase of 8.5 acres of existing surface parking lots with small build-

ings, someday to be transformed into 940,000 square feet of office space, including two office towers. [100] The site was purchased in 2015 by Trammell Crow for \$58.5 Million from Adobe and the deal would allow Google to develop the land for retail, offices, and amenities. [101] A large portion of the proposed campus is in close proximity to Diridon Station to allow for easy access to transit. The idea is for Google employees, visitors, and residents to be able to use alternative modes of transportation in and out of the Google Village area.

In total, Google and their developer affiliate, TC Agoge, have purchased 20 parcels around the Diridon Station area totalling approximately \$150 million. [102] The completed acquisition for the Google development will also include around 40 acres of city-owned land with the goal of setting aside 15 to 20 percent of proposed residential units for affordable housing. [103] Proponents

of the development believe that Google's new campus will transform San Jose from a bedroom community to a business core and urban destination. The City hopes to benefit from the anticipated tax revenue that would be generated by increased businesses and associated economic boom.

Since the City and Google are currently in early stages of land acquisition, a detailed proposal with a design concept is not available. Much of what Google has planned for Delmas Park and the surrounding areas will be shared with the public through community meetings. Public meetings began in March 2018 and were expected to include at least nine civic meetings as part of negotiations. [104] It is anticipated that all Memorandum of Understanding (MOU) and Purchase & Sales Agreements (PSA) for the sale prices of government-owned properties that Google would like to acquire will be concluded



Found from 33words.us Google's proposed plans for their campus. (Blanca Castillo / for Lincoln Lion Tales)

Figure 6.6 Proposed design for Google Village. Photo courtesy of Lincoln [109]

by June 2018. [105] Final acquisition of 40 acres of city-owned land along with the associated community meetings is expected to take more than a year, while completion of the Google Village would take over a decade. [106] Upon completion of all land purchases, a formal PSA, development proposals, environmental and zoning reviews, DSAP amendments, and a series of community engagement meetings will follow. During initial civic meetings and media coverage of the proposed development, spokespeople for Google have maintained that public input will remain a key element in the development process. Neighborhood concerns over Google Village have ranged from housing affordability to the appeal for general public access to Google campus amenities. Representatives of Google who were present at community meetings, and some that have spoken to the media, have expressed a desire to keep the community engaged. They have offered to keep residents informed on major decisions that would impact the area. [107]

San Jose is looking toward large corporations like Google to contribute to the city's tax revenue which, due to Proposition 13 and other factors, is much more profitable than tax revenue collected from homeowners. [108] Overall, representatives from San Jose, including councilmembers and the mayor, are in support of the development and see it as a way to help ease the housing crisis by creating more jobs and boosting the livelihood of the city.

### GOOGLE VILLAGE PLAN

-  Latest acquisition
-  City-owned properties undergoing approval process to be sold to Google
-  Parcels bought by Google/Trammell Crow team
-  Government-owned properties that Google is attempting to purchase
-  Approximate area where Google is interested in developing its village

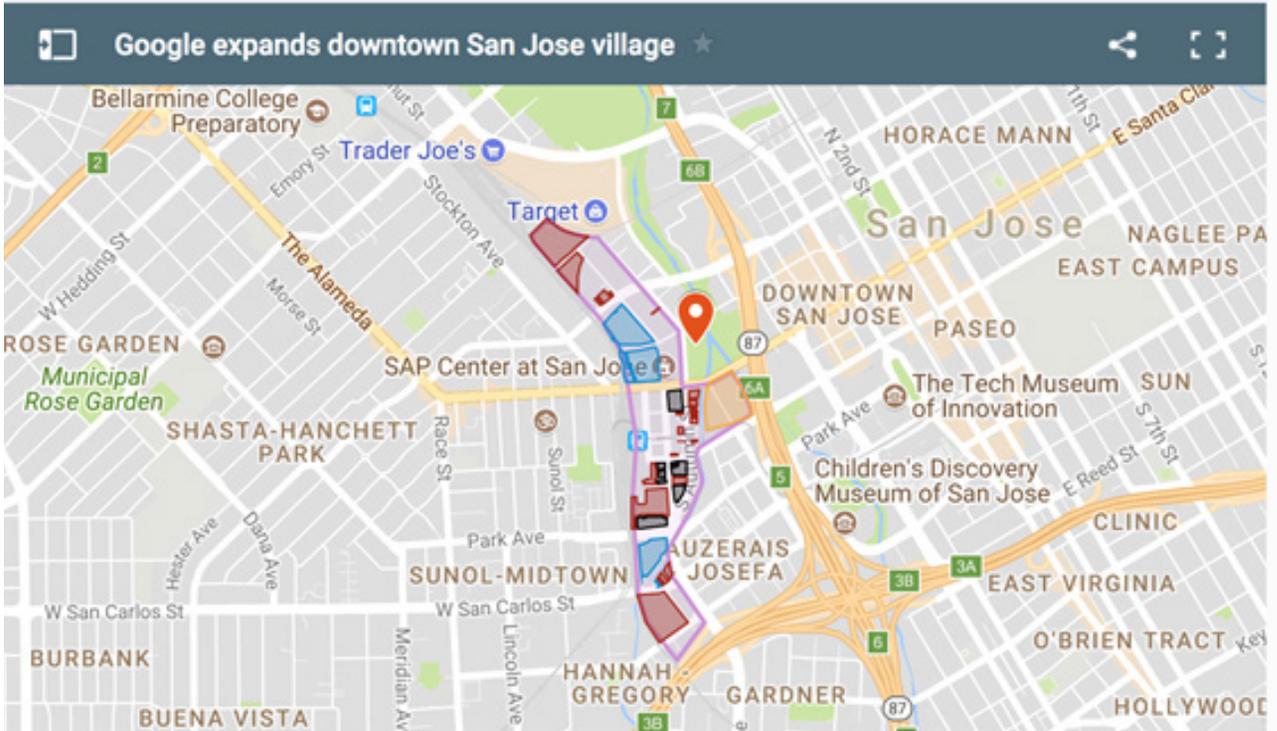


Figure 6.7: Map of parcels that are already purchased by Google, City-owned properties, government-owner properties of interest to Google and outline of proposed Google Village as of January 2018. [110]

### Citizen Groups on Google Development

Often with large-scale projects proposed in established communities such as Delmas Park, groups both in support of, and in opposition to, this type of development form on both ends of the spectrum. For example, on January 24, 2018, housing advocates protested at Google's Mountain View headquarters. They were met

with leaders from the pro-business Silicon Valley Leadership Group (SVLG) who support the project. Members of the SVLG conveyed to residents the likely benefits from the project, particularly the high number of tech jobs. [111] Some of the citizen groups that have become outspoken over the proposed Google campus include:

## I. Silicon Valley Rising (SVR)

It is an organized coalition comprised of faith leaders, labor unions, and community-based organizations and workers. [112] Their mission is to fight for public interest and ensure that the community is involved in major key decisions involving their community.

The group has online petitions that state the following demands to Google: [113]

- A. Affordable housing fund with 25 percent of units set aside for the lowest-income residents
- B. A labor agreement that gives local residents first consideration for jobs
- C. Support for local schools and housing access for teachers
- D. Funding for public bus services and traffic mitigation

In a similar fashion, the group has come up with five important requests that summarize their expectations in return for cooperation with the Google development: [114]

- A. Help support SVR in fighting homelessness, displacement, and gentrification
- B. Provide working families in the area with job opportunities
- C. Provide local schools with tools to promote education

D. Assist with traffic mitigation and transit planning

E. Be transparent in how the community will benefit from Google related development

## II. Affordable Housing Network of Santa Clara County (AHN)

Founded in 1987, grassroots members provide assistance and a voice to homeless groups that are concerned about being displaced by new development. This group wants assurance from Google that their plans for developing the area will not harm the community but instead will be beneficial. [115] AHN helps to educate underprivileged communities and bridge the gap between their needs, the general public, and public officials. [116]

## III. Working Partnerships USA

Founded in 1995, Working Partnerships USA (WPU) is a community organization that brings together grassroots groups to stay informed on public policy. They are a research institute that engages communities and other stakeholders in advocating for economic, government, and social equality. [117] They co-founded Silicon Valley Rising and focus on empowering working families, building partnerships to achieve common goals, and helping similar communities fight for equality by developing models on how to succeed. [118]

The group recognizes that the Google development can be a great opportunity for working

families, but they are also aware of the negative impacts that could burden the groups they represent. They are asking Google to collaborate with them to develop a Community Benefits Agreement that will help WPU understand the impacts building a tech campus may bring to their community. [119] They are not fully opposed to the development of a mega-campus, but they want assurance that Google will include working families and their core values into negotiations.

## IV. Serve the People San Jose

This is a grassroots group comprised of mostly immigrants, the working class, and underrepresented people and their supporters. Although most of these groups do not strongly oppose Google developing the neighborhood, there is a consensus among the groups that they want government transparency and community involvement. Some of the protestors at the organized events were quoted as saying that they welcome Google into the area and want to make it known that the tech company is invited to all the community meetings. [120]

The neighborhood wants to remain an integral part of any negotiations that occur between the City, Google, and other stakeholders that will help shape their community. When the public feels that vital information and decision making is being withheld from them, the City and Google will face increased opposition to any type of development.

Polling the Neighborhood on the Google Development:

A poll published in the journal San Jose Inside on February 2018 indicated there is a lot of support for Google to develop their campus in downtown San Jose. The poll was paid for by Facebook and sponsored by the Mercury News and Silicon Valley Leadership Group. The margin of error for the poll was +/- 4.8 percent. [121]

The survey consisted of 431 registered voters in Santa Clara County and showed that a majority (53%) thought more jobs was a priority over new housing (38%). [122] A large number of respondents also favor commercial development over housing, despite the outcries over the housing shortage in the area.

The poll (figure 6.8) shows the questions that registered voters were asked regarding Google development in downtown. The poll was conducted from December 27, 2017 through January 9, 2018 by J. Moore Methods Public Opinion Research on behalf of Silicon Valley Leadership Group and the Bay Area News Group. [123]

**In recent months, Google has been considering plans in downtown San Jose to add as many as 20,000 new jobs over a 10-12 year period. Have you heard of the San Jose Google project?**

Yes.....62  
No.....36  
No Opinion.....2

**Rather than moving jobs out of the region or the state, Google is considering a 10-year plan to bring as many as 20,000 jobs into downtown San Jose by 2025, adjacent to Diridon Transit Station which is home to Caltrain, light rail, Amtrak, the Altamont Commuter Express, buses, express buses, employer shuttle buses and, expected by 2026, the BART extension.” Do you support or oppose Google’s plans to bring up to 20,000 jobs to downtown San Jose over a ten-year period?**

Support.....79  
Oppose.....16  
No Opinion....5

**Which aspect of this Google project is more important to you, bringing in 20,000 jobs or providing housing for new residents?**

20,000 New Jobs.....53  
Providing Housing.....38  
No Opinion.....9

**Do you support or oppose the type of development that combines jobs, housing, and mass transit in an urban setting?**

Yes.....79  
No.....16  
No Opinion....5

Figure 6.8 shows the poll given to County of Santa Clara registered voters asking questions regarding the proposed Google development in 2017

### 6.3 Implications of the Future Development

Initial community feedback collected by the graduate student team includes concerns about increased traffic in the neighborhood, parking availability, and fears of increasing unaffordability for the existing residents. With Google adding up to 20,000 new jobs, some city residents expressed concerns about the impact this will have on an already tight housing market and their ability to provide enough modest paying jobs. These concerns were expressed at a demonstration at City Hall on October 19, 2017. [124] There is fear that an influx of well-paid tech workers will gentrify local neighborhoods.

There is also the legacy of the impact of past megaprojects. To develop the freeways that surround Delmas Park on two sides, entire blocks of homes were destroyed. The freeways created an interrupted street grid, resulting in many small, detached blocks along the freeways. On and off-ramps funnel high-speed traffic onto neighborhood roads. Some blocks impacted by freeway construction face a similar predicament today from potential High-Speed Rail aerial structures.

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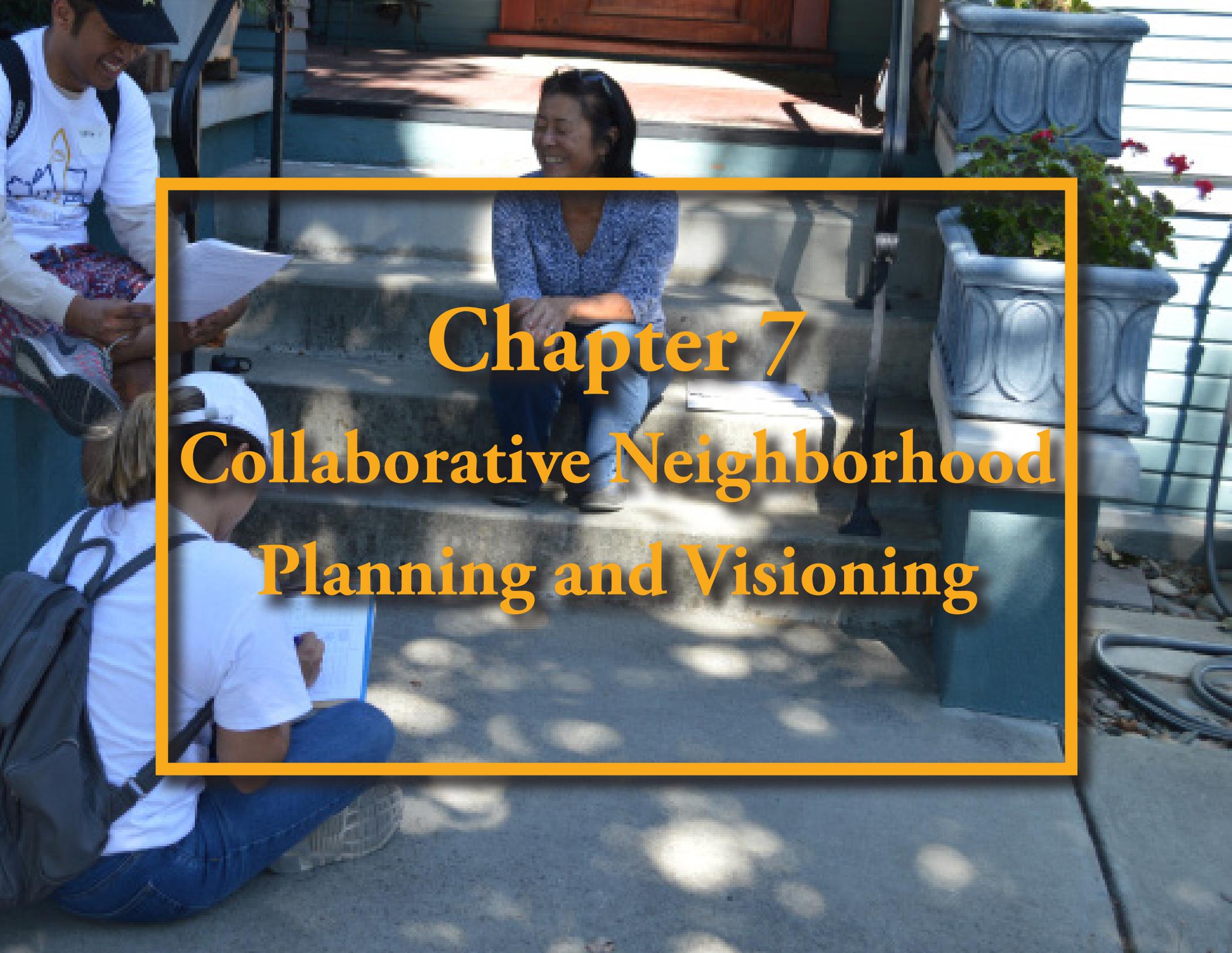
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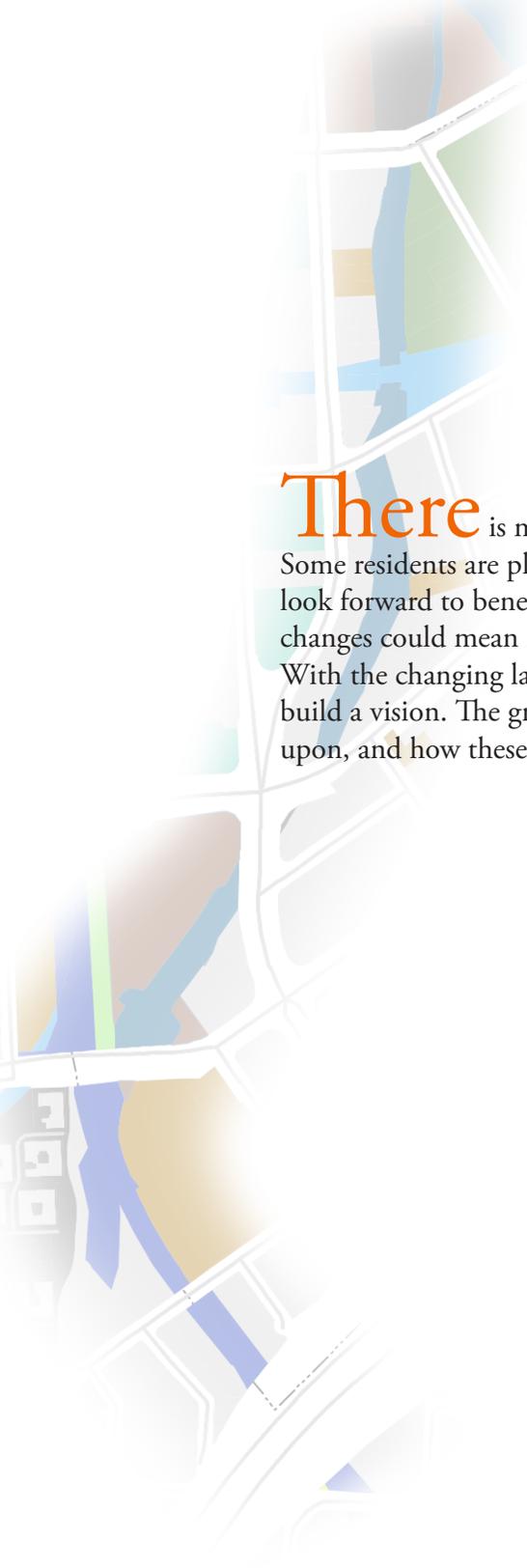
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# Chapter 7

## Collaborative Neighborhood Planning and Visioning



**There** is much excitement in the air as the Delmas Park neighborhood prepares for both large and small-scale growth. Some residents are planning for their futures to remain deeply rooted in the area while adapting to the changes. These residents look forward to benefiting from the emerging landscape and growth of their city. Others are fearful and uncertain that drastic changes could mean moving on and leaving behind a neighborhood that has evolved so far from its original state. With the changing landscape of Delmas Park come neighborhood priorities, proposed future land uses, and elements that help build a vision. The graduate student team felt that it was important to capture the possibilities of what Delmas Park can improve upon, and how these changes could impact the community.

## 7.1. Current Delmas Park Neighborhood Priorities

An important aspect of community outreach is direct engagement with the residents that will be impacted most by development. Through community meetings, attendees shared what matters most to them in their neighborhood. When people are given the opportunity to voice their opinions and discuss their community experiences, it can empower groups and motivate positive change. The simple exercise of inquiring about improvements that would make a neighborhood more liveable has the ability to energize communities and assure them that people are listening. One of our major goals in our work in the Delmas Park neighborhood was to update the neighborhood's top planning priorities. Lists of planning priorities for the neighborhood were identified in the 2002 and 2007 Strong Neighborhoods Initiative reports for Delmas Park. Based on the sum of our research and interactions with residents, we have identified several current priorities, some of which are continuations of previously-set priorities.

### 7.1.1 Homelessness

A joint Neighborhood Association Meeting took place on March 20, 2018 in Delmas Park, facilitated by Santa Clara County Supervisor Cindy Chavez. Residents from the Delmas Park, Gardner, and Washington neighborhoods offered their input on top planning priorities and concerns. Each neighborhood had solicited com-

ments and compiled their list for submission to Supervisor Chavez. The meeting was a chance to have an open discussion about resident concerns with Supervisor Chavez, an elected official who often engages directly with her constituents. The three neighborhoods shared many common priorities such as community safety, walkability, housing affordability and housing availability. However, the top priority expressed at the meeting was undoubtedly the issue of homelessness. Most people in attendance agreed that it is a complex issue with many facets.

Some of the main concerns regarding homelessness were:

1. **Encampments:** Participants complained of the many "tent cities" that were increasing throughout San Jose and in their neighborhoods, in particular those close to schools.
2. **Sanitation:** Concerns were voiced over the sight and abundance of litter from the encampments and even human waste in the streets and along creek trails. This is a serious health issue that was addressed in the solutions section of the meeting.
3. **Safety:** Mental health among the homeless was discussed as it relates to neighborhood safety. There were complaints about used syringes found in the streets and in the encampments. In addition, trespassing on private property and vandalism were all topics of concern.

The meeting included a group discussion about possible solutions to the issues and resulted in realistic ideas to clean up the streets. Some solutions offered were:

1. Provide interim housing opportunities such as dedicated city-owned lots for legal encampments. These locations could possibly offer showers and restrooms.
2. Long-term housing for the homeless in conjunction with services to ensure long-term results. This would include mental health services and drug prevention programs.

### 7.1.2 Affordable Housing

When residents were asked in both community meetings and individual interviews what their priorities are, a common response was the need for housing. The issue of affordable and available housing is a statewide concern, but it is especially critical in the Bay Area. This is exacerbated by the surging employment rate and high tech businesses that make the area a desirable place to live. Several residents felt that the existing shortage of affordable housing will be worsened by extensive development of the local neighborhoods. They were also concerned that renters will be vulnerable to rental hikes that may result in displacement.

The residents fear that developments such as Google will bring a workforce that is well compensated and that this, in turn, will worsen rent

affordability. A recommendation proposed by many of the residents was to set aside a large number of affordable housing units within new developments.

Similarly, residents voiced opinions that any proposed housing be appropriately aligned with the current neighborhood style. When asked about style preference, the overwhelming response was that the existing historic feel of much of the Delmas Park neighborhood needs to be carefully considered when introducing new housing styles.

### 7.1.3 Community Services

Some residents stated during interviews that a major complaint is the lack of a formal place to meet for social gatherings or discuss neighborhood concerns. As a result, they resort to having neighborhood meetings in a few of the apartment buildings that have rooms large enough to accommodate large groups. Arrangements for meetings with the apartment buildings can be cumbersome, relying on a resident and availability of limited space. A community center available to the public would give them a sense of cohesiveness and a dedicated place for neighborhood forums. Residents would like to see restrooms incorporated into such a facility. Some residents said Delmas Park has the need for a neighborhood library. This could be integrated with a community center or meeting room and would provide a formal place for residents to find resources and hold meetings.

### 7.1.4 Parks and Open Spaces for Recreation

Residents were asked what amenities are important to a neighborhood to promote health and a sense of community. Among the responses, having parks and open space ranked high on the list of priorities. From the 2002 and 2007 Neighborhood Improvement Plans' priorities, a step in the right direction was subsequent the planting of street trees and landscaping improvements on a few of the Delmas Park streets.

However, current priorities show that residents would like more than just additional trees and landscaping. Essentially, the Delmas Park area lacks space for residents to engage in outdoor activities and play in areas such as parks and dedicated landscaped areas. Some residents mentioned that nearby Del Monte Park is a cause of envy. It is on 1.7 acres of land and was purchased by the City from KB Homes as part of a development agreement for the project. Del Monte Park was funded by a grant that the City applied for as part of the Statewide Park Development and Community Revitalization of 2008. Features such as a large open area, a playground, picnic areas and dog park are amenities that the Delmas Park residents are eagerly waiting for. Residents commented that the only notable improvements that the City has made toward beautifying public space were the addition of lighting fixtures under the Santa Clara and San Fernando underpasses. [125] The project was created by the City of San Jose's "Public Art Program Illuminating Downtown" program to bring light and showcase artistic talent around down-

town. [126] Although this is not open space that is usable for recreation, it is a step in the right direction. This type of effort shows that the City is open to improving the street aesthetics in an artistic way.

### 7.1.5 Community Cleanliness and Property Maintenance

The responses from the residents brought to light that the appearance and cleanliness of Delmas Park calls for more organized community clean-up programs. Many complaints focused on the growing number of homeless encampments and trash. Respondents stated that they felt there was a lack of desire from some residents as well as inaction from the City to keep the neighborhood well maintained.

Comparisons were made to neighboring Willow Glen, where the streets are clean and there are fewer abandoned lots. Some of the Delmas Park lots have run-down or abandoned homes that have been taken over by squatters and feral cats which create issues of animal control and overall health concerns. In asking residents what could be improved upon, responses noted frustration with the owners of abandoned houses and residents who do not put in the effort to maintain their homes and lots.

Respondents to the questionnaire stated that increased efforts by the City would encourage residents to follow suit. More organized neighborhood trash pick-ups, frequent dump days,

and enforcement to develop abandoned homes and lots would help residents feel that their community was important to the City.

### **7.1.6 Safe Pedestrian Access to Neighborhood School and Throughout the Neighborhood**

Residents stated that the closest school to the Delmas Park neighborhood is Gardner Elementary School on Illinois Avenue. Walking to this school from Delmas Park requires pedestrians to travel along Bird Avenue and over Highway 280, access which exposes pedestrians to high speed traffic.

While there was some desire for a new neighborhood school, the immediate need is to improve pedestrian access to the current school. Families expressed their concern over factors that make walking to this school dangerous, such as the heavy traffic, poorly lit streets and lack of dedicated pedestrian paths and crossings.

### **7.1.7 Organized and Dedicated Permit Parking**

One of the improvements, based on the 2002 and 2007 Neighborhood Improvement Plan, that the City has fulfilled is permitted parking. Permitted parking was implemented mainly on the residential streets of Delmas Park. However, with the anticipated increase of local jobs and housing residents are concerned that too many parking permits will be provided to busi-

ness employees, decreasing the available spots. Residents want assurance that they will have priority for the permits and that the number of business parking permits will be well regulated. Residents were also highly dissatisfied with the lack of permit enforcement within the neighborhood. They were angry that violators do not face any consequence and continue to disregard posted signs. They would like to see more action on the city's part to patrol the area and issue tickets for offenders.

There is also the fear amongst residents that too much available parking will exacerbate automobile use. If parking is limited, residents and visitors are encouraged to use alternative modes of transportation. Conversely, not enough parking could discourage visitors and put a strain on businesses and residents. Some participants at the May 2018 open house felt strongly that many of the recent housing proposals do not include enough parking on site, which will only make the scarcity of street parking worse.

With the anticipation of the BART extension and the possibility of high speed rail coming to the area, the issue of parking remains controversial. There needs to be a well considered balance between ample parking and excessive available parking. Like many major cities, parking will invariably continue to be a priority in and around San Jose's urban neighborhoods.

### **7.1.8 Crime Prevention**

Although residents did not state crime as a major issue in the area, there remains a need for the

community to be vigilant in keeping crime to a minimum. Delmas Park is regarded as relatively safe but the increasing number of transients within the neighborhood is a concern. This could be mitigated by increased street lighting and more participation in a neighborhood watch program.

During a data collection walk, students noted people exhibiting questionable behavior had gathered in open areas. One group noted a person "scoping out" parked cars and checking to see if cars were secured. While this type of unsavory behavior may not be avoided altogether, a watchful community that is actively engaged with local law enforcement may help prevent crime.

### **7.1.9 Improve Street Paving and Sidewalk Conditions**

Improving general conditions of the streetscapes was also a priority incorporated into the 2002 and 2007 Neighborhood Improvements Plan. Although some street improvements have been made to a few of the streets such as on Park and Auzeais Avenues, much more is needed throughout the neighborhood.

It was observed that many of the streets and sidewalks throughout Delmas Park are in dire need of repair or replacement. During walking tours of the neighborhood, noticeably damaged sidewalks were prominent or pedestrian access was noted as obstructed. On a few occasions, cars were seen driving on the sidewalks on Park Avenue which hastens the deterioration of the concrete.

Many streets also have numerous potholes that add to the poor conditions. If the streets remain unrepaired, this may lead to further vehicle damage and cause residents to feel that the City remains unconcerned about their safety and street conditions.

The high number of parked cars and vehicles traveling through the neighborhood indicates the streets are well used and have endured extensive surface damage. The Delmas Park Neighborhood Association can continue to work with the City's Department of Transportation on getting street conditions improved. The residents can also be proactive in ensuring that street and sidewalk improvements are included in development proposals. Many of the new developments will require street repairs and paving due to construction vehicle use.

### 7.1.10 Current Priorities: Results from the Open House

The poster on the right illustrates responses from the November 2017 Open House designed by the graduate student team. Visitors to the interactive table were asked to place a sticker by the priorities that were important to them. They were also invited to add any comments to the poster or items they felt were priorities, but were not listed.

As documented by the participants, homelessness, improving street and sidewalk conditions, and identifying possible sites for parks and open space were the top three priorities. The homelessness priority aligns with input from past community meetings and outreach.

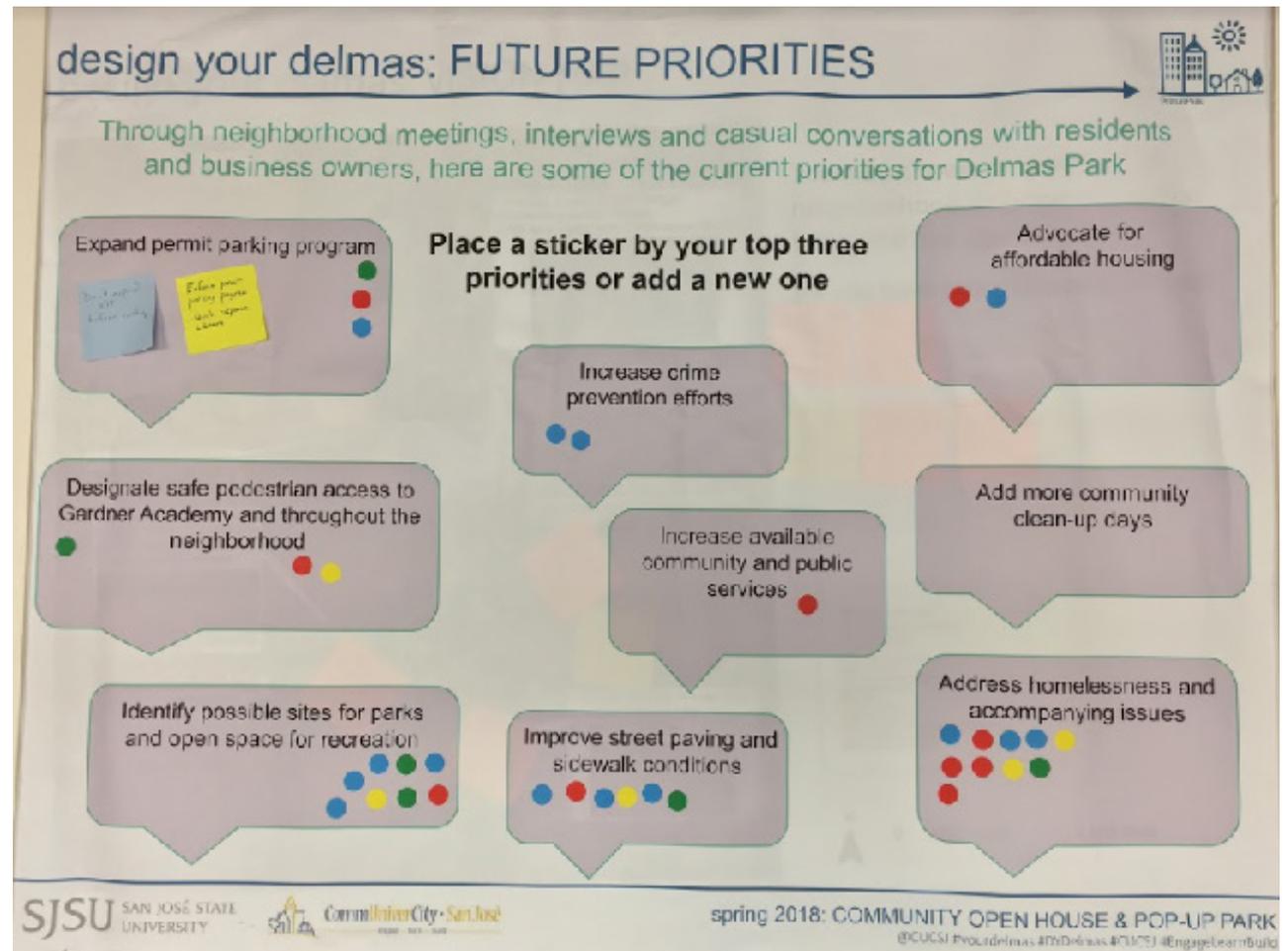


Figure 7.1 An interactive map allowed participants to place a sticker by what they feel is a priority.

## 7.2 Vision of Delmas Park

In addition to the list of priorities discussed above, the neighborhood association has over the last several years been compiling a “vision map” of physical improvements that some in the community would be interested in seeing in the future. The vision map was originally hand-drawn but has been enhanced by the graduate student team into a digitized form. The final product represents what the community wants to see in Delmas Park and the digital map can be easily updated when necessary.

A noticeable feature on the map is the “tridge,” a three-way bridge, which would connect Arena Green, Little Italy Park, and Confluence Point. Other desired items include a BART station near the SAP Center, a roundabout between Park Avenue and Montgomery Street, two new traffic lights, three no-right-turn signs on Bird Avenue, and a four-way stop at Josefa Street and Auzerais Avenue. The proposed Google development is marked in pink and expands primarily through the west side of Delmas Park. A legend, which provides more details about the map’s content, is located on the bottom of the map.

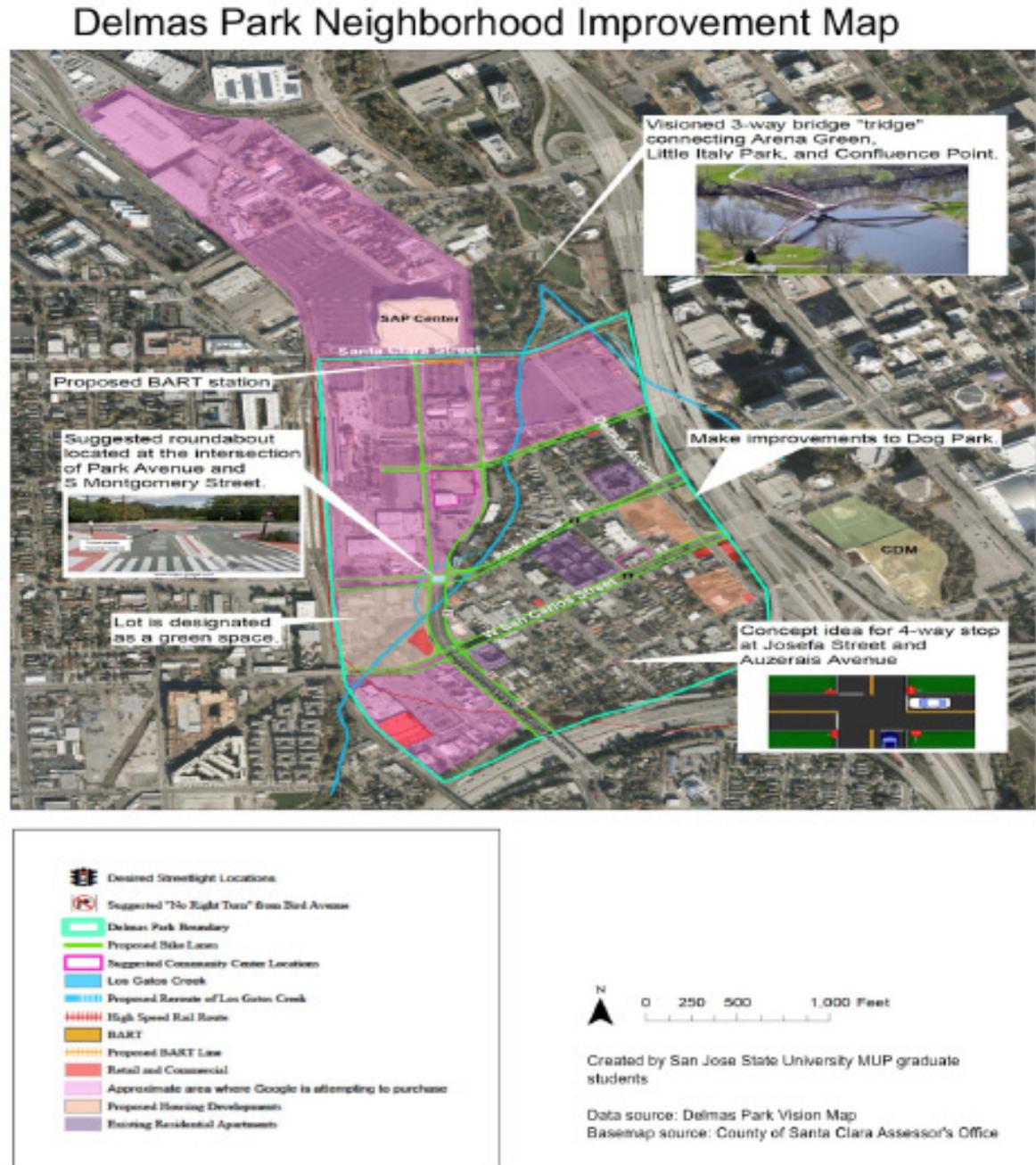


Figure 7.2 A collaborative vision of what the community desires within their neighborhood

## 7.2.1 Envisioning Future Streetscapes in Delmas Park

For the last several decades, street design has primarily been centered around accommodating the automobile. However, cities are increasingly planning streets to accommodate users of all types of transportation. This is especially important in a place like Delmas Park with its current and increasing availability of transit access and location within walking and bicycling distance of downtown San Jose. Given the greater attention to street design for all users, the National Association of City Transportation Officials (NACTO) published the “Urban Street Design Guide” which identifies best practices for streets in different types of locations. Using the guide, we evaluated seven Delmas Park streets, comparing their existing conditions to the Guide’s recommendations.

NACTO identifies that a Downtown Thoroughfare is “a major street that connects neighborhood centers or runs through the downtown, but can be daunting for pedestrians to cross, depressing property values and the quality of the public realm as a result.”

Many of these streets may have significant traffic volumes at peak hours and bustle with activity throughout the day.

Streets and Locations of Cross-Sections



Figure 7.3 Streets were evaluated and categorized for future visioning

West San Carlos Street, West Santa Clara Street and Bird Avenue are all identified as a Downtown Thoroughfare, as these streets have street widths ranging from 90 feet to 125 feet for the total width of the public right-of-way. These streets are also busy arterials that serve as a main access point into the downtown area. West San Carlos Street between Bird Avenue and CA-87 is six lanes (3 lanes west and 3 lanes east). West Santa Clara Street between the Diridon Station tracks and CA-87 is seven lanes (4 lanes west and 3 lanes east). Bird Avenue between West San Carlos and I-280 is a seven lane street (4 lanes south and three lanes north).

West Santa Clara and West San Carlos are the two main streets coming from the west into the Downtown employment centers. Bird Avenue is a large arterial and is a major connection point to Diridon Station and the SAP Center.

In Figure 7.4, West San Carlos Street is shown with smaller sidewalks, a minimal and concrete center median, on-street parking on both sides of the street and no bicycle lanes.

In Figure 7.5, West San Carlos Street is shown with wider sidewalks, street trees, bicycle lanes with a two foot buffer, on-street parking on both sides of the street and a landscaped center median.



Figure 7.4 Existing conditions of West San Carlos Street in Delmas Park



Figure 7.5 Recommendations for West San Carlos Street in Delmas Park



Figure 7.6 Existing conditions of West Santa Clara Street in Delmas Park



Figure 7.7 Recommendations for West Santa Clara Street in Delmas Park

In Figure 7.6, West Santa Clara Street is shown with a bicycle lane with no buffers, two travel lanes and a turning lane in the westbound direction and two travel lanes in the eastbound direction.

In Figure 7.7, West Santa Clara Street is shown with bicycle lanes with buffers, and a small parklet.

Figure 7.8 shows a before and after rendering of West Santa Clara Street at Delmas Avenue, where Google has bought a large piece of property, currently used as a parking lot. The callouts represent recommendations from the Urban Street Design Guide for streets categorized as “Downtown Thoroughfares.”



Figure 7.8 A before and after rendering of West Santa Clara Street at Delmas Avenue



Figure 7.9 Existing conditions of Bird Avenue in Delmas Park.



Figure 7.10 Recommendations for Bird Avenue in Delmas Park.

In Figure 7.9, Bird Avenue is shown with on-street parking on both sides of the street, a concrete center median, three travel lanes in the southbound direction and three travel lanes with a turn pocket in the northbound direction.

In Figure 7.10, Bird Avenue is shown with larger sidewalks, street trees, on-street parking on both sides of the street, a landscaped center median, and bicycle lanes with buffers. A lane of travel in both the southbound and northbound direction were removed to accommodate the bicycle lane with buffers.

## 7.2.2 Yield Streets (Sonoma Street)

Yield Streets are two-way streets that are appropriate in residential environments where drivers are expected to travel at slower speeds. They have significant off-street parking facilities and on-street parking utilization of 40% to 60% or less.

Sonoma Street is identified as a yield street. Although the existing uses are a mix of planned residential and existing industrial uses, the ultimate goal is for this area, as envisioned in the Envision 2040 General Plan, to be transformed into a residential/commercial area. The posted speed on this street is 25 miles per hour.

The NACTO Urban Street Design Guide recommends the addition of a “checked” parking scheme, meaning that parking is staggered throughout the street, in order to improve the functionality of the street, maintain the sidewalk materials and grades across the driveways, incorporate a landscaped zone/strip to be located between sidewalk and street, and minimize signage and striping.

In Figure 7.11, Sonoma Street is shown with on-street parking on both sides of the street, and one travel lane in each direction.

In Figure 7.12, Sonoma Street is intended to illustrate a checked parking scheme where the parking is staggered on each side of the street, a travel lane in each direction, and a planter strip located next to the sidewalk as shown in Figure 7.13.



Figure 7.13. An example of checked parking. [127]



Figure 7.11 Existing conditions of Sonoma Street

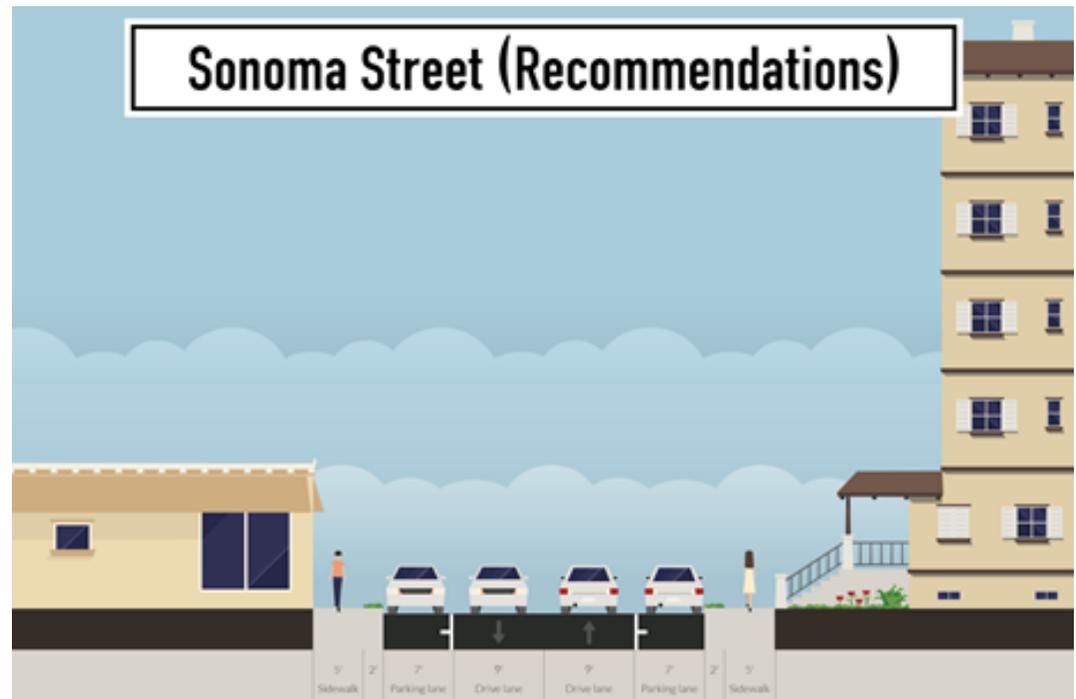


Figure 7.12 Recommendations for Sonoma Street.

### 7.2.3 Downtown Two-Way Streets (Auzerais Avenue, West San Fernando Street)

Downtown Two-Way Streets are those that have parking on both sides of the street, likely loading conflicts, heavy turn volumes, and insufficient infrastructure for bicyclists and pedestrians. Auzerais Avenue and West San Fernando Street are both identified as Downtown Two-Way Streets.

The NACTO Urban Street Guide recommends a lane diet and adding bicycle lanes to assist with decreasing the width of the street and to improve the bicycle infrastructure.

Figure 7.14 shows Auzerais Avenue with sharrows in each lane for both directions, on-street parking, and wider sidewalks on both sides of the street.

Figure 7.15 shows recommendations for the Auzerais Avenue where the street with sharrows in each lane for both directions have on-street parking, and wider sidewalks on both sides of the street.



Figure 7.16 Existing conditions of West San Fernando Street.



Figure 7.11 Existing conditions of Auzerais Avenue



Figure 7.15 Recommendations for Auzerais Avenue

#### 7.2.4. Downtown One-Way Street (South Montgomery Street)

Lastly, a Downtown One-Way Street is a one-way street that is intended to streamline traffic flow, reduce potential conflicts caused by opposing flow and turning movements, and create direct access points to urban freeways. South Montgomery Street is identified as a downtown one-way street. While there are no plans to convert this street into a two-way street, improvements can still be made. The NACTO Urban Street Guide recommends that streets like South Montgomery Street be narrowed with a raised parking and buffered bicycle lane, a dedicated bus lane added, and a widening of the sidewalks.

In Figure 7.17, South Montgomery Street is shown with narrower sidewalks, on-street parking on both sides of the street, and two travel lanes in the southbound direction. In Figure 7.18, South Montgomery Street is shown with wider sidewalks, street trees, a bicycle lane with a landscaped buffer, on-street parking on both sides and one travel lane in the southbound direction. A travel lane has been removed to accommodate the bicycle lane and landscaped buffer.



Figure 7.17 Existing conditions of S. Montgomery Street.

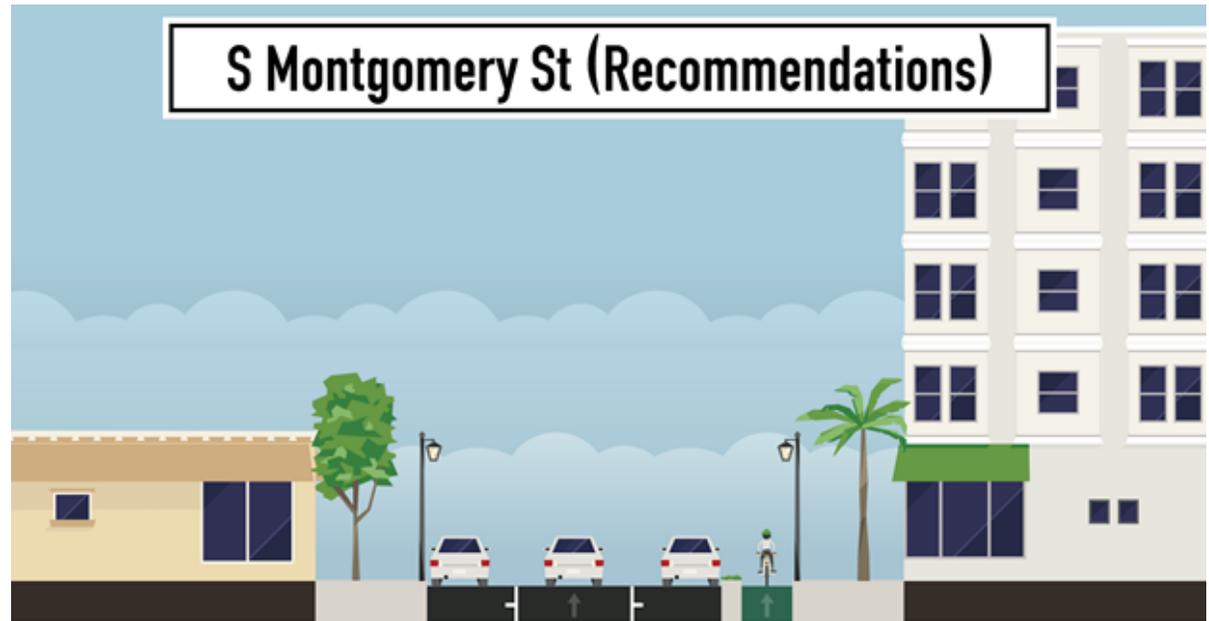


Figure 7.18 Recommendations for S. Montgomery Street

### 7.3 Best Practices of Train Station Designs Around the World

Throughout the semester, students reviewed eleven examples of “best-practice” train stations. The intent was to highlight desirable design characteristics that the San Jose Diridon Station can adopt in order to become the “future gateway to Northern California.”

The international stations reviewed are: Gare de Lyon Part Dieu Station in France, Union Station in Canada, Berlin Sudkreuz Station in Germany, Bahnhof Rotterdam Central in Netherlands, and Kanazawa - Eki in Japan. The domestic stations reviewed are Miami Central Station, Denver Union Station, and Orlando Health Amtrak Station.

#### Gare de Lyon Part Dieu Station-Lyon, France

This station has eleven platforms and can run a maximum of eleven trains at a time. In 2010, the station served approximately 51.1 million passengers and reached a weekday average of up to 140,000 passengers.

The Gare de Lyon Part Dieu Station is relatable to the San Jose Diridon Station since both are focal nodes and can be used to study transit flow. The City of Lyon is reported to have successfully attracted ten times the jobs and development for every 1/12th of the land. [128] With the Google campus and other developments proposed around Diridon Station, San Jose is expected to have a similar increase in job opportunities and an anticipated rise in the number of commuters.

#### Union Station-Toronto, Canada

Union Station serves multiple modes of city railway and has a total of twelve railway tracks to cater to them. Union Station is also considered a major transportation hub of Canada, with half of the Canadian population traveling intercity. Approximately 91% of commuters use a railway that passes through or changes modes at Union Station. [131]

San Jose Diridon Station might use these qualities and apply them to intermodal designs. At Diridon Station, this includes Amtrak (providing long-distance service), VTA light rail, and the future High Speed Rail.



Figures 7.19 Gare de Lyon-Part Dieu station [129] and 7.20 [130] the Union-Station, Toronto

## Berlin Südkreuz Station- Berlin, Germany

Berlin Südkreuz is the third largest station in the city. [132] The station serves the city by providing four railway lines, all of which are separated vertically for easy traffic flow. [133] Unlike other railway stations, this station is hemmed in by a major freeway and thus was designed in a vertical fashion. The north-south bound railway tracks run on the lower floor, while the east-west bound railway tracks run on the upper floor. This unique yet successful element is something that the Diridon Station can look to for inspiration.



Figure 7.21 Aerial View of the Berlin Südkreuz Station- Berlin, Germany[134]



Figure 7.21 shows the vertical division of transit modes at the Berlin Südkreuz Station- Berlin, Germany[135]

## MiamiCentral Station

Miami, Florida The MiamiCentral Station is a 9-acre mixed-use station. It includes retail, more than 800 residential units, office space, and is a major transit hub. [136] The station was opened in 1896 and later closed in 1963. It was renovated in 2014 and plans were set to start its train services in late April 2018.

The station connects Miami's most popular transportation systems together, including Metrorail (Green line and Orange line), Metromover (Inner loop, Brickell loop and Omni loop), Tri-Rail (Downtown Miami Link) and Brightline. It holds three high-level side platforms and two lower-level side platforms. The MiamiCentral Station could serve as inspiration for Diridon redesigns because it shows excellent connectivity between many transit services. It is also accessible to the downtown area and showcases success in a high population density area.



Figure 7.23 [137] shows how the Tri-Rail and the Brightline trains share tracks on the elevated platforms at the MiamiCentral Station. [138]

## Denver Union Station-Denver, Colorado

Denver Union Station is another example of a successfully designed station in the United States. Built in 1881, it was later renovated and reopened in 2014. This station is currently a mixed-use complex that includes a hotel, restaurants, retailers, train hall, underground bus facilities, train shed, and parking. It is a major transit hub that connects the Metro area, the Front Range, mountain communities, DIA, the Rocky Mountain region, and the nation. [139]

Amtrak (California Zephyr line and Winter Park Express) and Regional Transportation District (RTD) also operate at this station. The station has two side platforms and three island platforms for commuter rail and Amtrak, in addition to one side platform and one island platform for light rail. It has approximately 2,100 parking spaces and a bicycle station. Denver Union is one of the busiest stations in Colorado and may also be the best example for comparison to the San Jose Diridon Station. [140] It is a mixed-use complex with numerous developments surrounding the station. With the anticipation of



the Google campus, California High-Speed Rail and BART extension, San Jose Diridon Station will be a major transit hub like Denver's Union Station.

## Bahnhof Rotterdam Central, the Netherlands

Bahnhof Rotterdam Central Station is located in the City of Rotterdam in the Netherlands. It is one of the four stations in the city that connects people to some of the major destinations in Europe such as Amsterdam, Brussels, Paris, Lille etc. This station serves as a multi-modal railway station to many different metro trains and trams within the Netherlands. [141]

The Rotterdam Station portrays strong design elements such as its grand roof composition as well as contrasting designs for its north and south station entrances. The north station entrance opens into the new urban development part of the city and showcases a roof as a bold statement to give commuters a futuristic and yet welcoming feeling upon entering. The south entrance is more modest and has a low roof height.



Figures 7.24 [142] and 7.25 [143] shows the aerial view of the Rotterdam station, and an architectural rendered sectional view of the Bahnhof Rotterdam Central Station in Netherlands.

## Kanazawa - Eki Station, Japan

Kanazawa- Eki Station is located in the City of Kanazawa, Japan, and serves as the major station of the city. [144] This station serves 466,000 people annually and is used by both residents and tourists who come to visit the city's local attractions. The Tsuzumi Gate and the dome of the station are the two attractions of the Kanazawa - Eki Train Station.

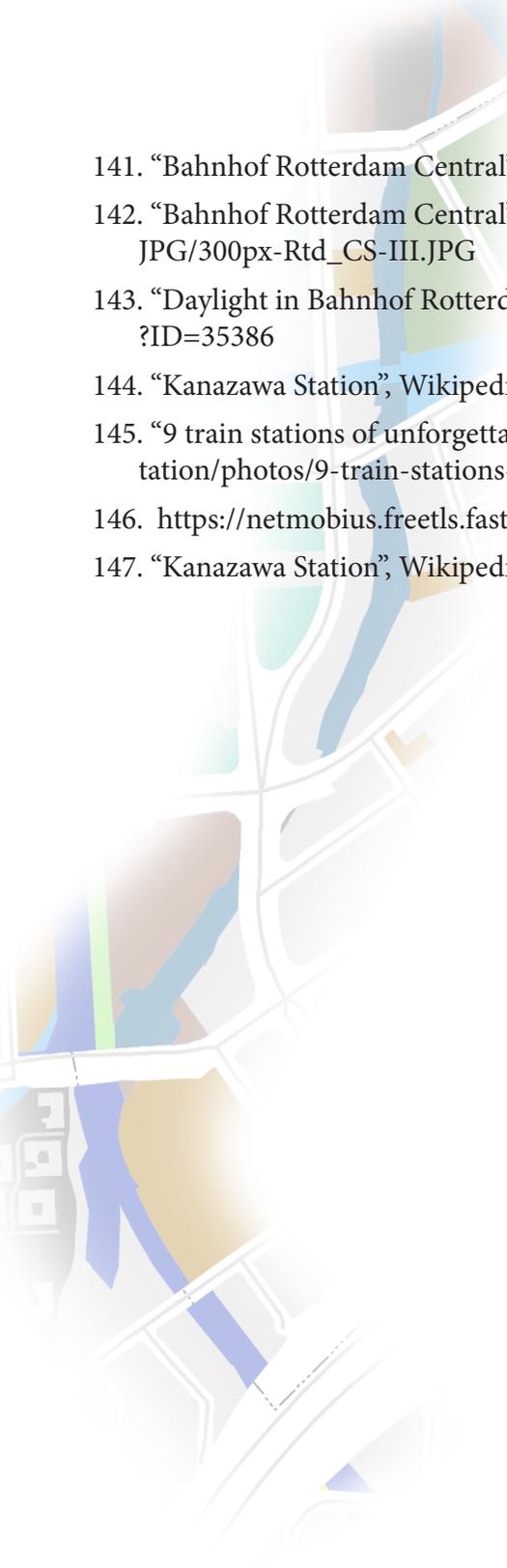
The San Jose Diridon Station can be compared to the Kanazawa - Eki Station with its rich historic culture and prominent architectural style. The Tsuzumi Gate at the JR Kanazawa Station East entrance is a twisted wooden structure that resembles the traditional Japanese drum and depicts the deep historical culture of the city. [145]



Figures 7.26 [146] and 7.27 [147] show the Tsuzumi Gate and the Space frame structure of the Kanazawa-Eki Station in Japan

# ENDNOTES, Chapter 7

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135. Berlin Südkreuz, train travels , Accessed April 10, 2018 <https://travelingcanucks.com/wp-content/uploads/2011/10/berlin-hauptbahnhof-germany.jpg>
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A photograph of an outdoor community event. In the foreground, a large chalk drawing of a human head profile is on the pavement. Several people are standing and talking under white tents. A man with a cane is visible on the right. The scene is set outdoors with trees and a fence in the background.

# Chapter 8 Future Community Engagement Opportunities



**Over** the course of this assessment, we have identified many stakeholders and assets of Delmas Park. We found that this community is very engaged and neighborly. The people are what makes it unique. There are numerous assets and resources for the community that will help it to reach its full potential as a lively, vibrant, and inclusive place.

## 8.1. Outcomes from the December 2017 Community Open House

The evening of December 5, 2017 was surely one to remember by all in attendance. Not long after the doors to the Children's Discovery Museum opened, an enthusiastic group of 30-40 people crowded into the main theater in anticipation of the night's programming. Katherine Cushing, the Associate Director of CommUniverCity and Associate Professor for SJSU Department of Environmental Studies, was the first of many honored guests that spoke at the podium. Other speakers included District 3 Councilman Raul Peralez, Delmas Park Neighborhood Association President Andrew Tubbs, and Mayor of San Jose Sam Liccardo. All of them expressed their appreciation for everyone involved in the project and how impressed they were with the turnout for the event. Before the attendees participated in interactive activities, a documentary video created by the students titled "Now Arriving: A Changing Delmas Park" was played in the main theater. The video highlighted Delmas Park's many assets and included interviews with a diverse array of community members.

The sound of voices filled the museum for the rest of the evening. Students engaged attendees at their themed stations by explaining their specific assessment findings and then facilitated a conversation to gain feedback on their work. With the Mayor of San Jose and District 3 Council Member in attendance, residents had the rare opportunity to meet and have discus-

sions with important decision makers. San Jose State's Update News was on hand with a professional cameraman, interviewing students and attendees. The Museum was full of energy and enthusiasm. The students gained valuable feedback from the participants. A summary of key findings follows.

### Comments Regarding the Potential Google Development

A poster was designed to collect input from residents about Google moving into central San Jose. Overall, participants felt that Google would likely be an overall positive change for Delmas Park. However, residents want the company to work with the community and to be open to their suggestions. They stated that they did not want a traditional "closed tech campus." Instead, they expressed a desire for the new buildings "to blend into the neighborhood's" structure, layout, and form by addressing the street. The community also hopes that walkability and bikeability will improve once Google becomes a new neighbor. One resident expressed a desire for Google to help with "daylighting" Los Gatos Creek.

### Safety and Quality of Life Comments

Another graduate student team presented a street lighting map that generated conversations around safety. Feedback on this map showed a common desire to improve street lighting in the neighborhood, specifically under the overpasses on the eastern border of the neighborhood.

Participants noted specific locations where street lighting should be added or improved, such as Gifford Street and San Carlos Street.

### The Community's Favorite Places

Another team of students focused on community history and included 'then and now' photo pairings which proved to be highly popular. Another aspect of this station was for participants to list their favorite neighborhood places. Common responses included Mudai Restaurant, IJava Cafe, The School of Visual Philosophy, Children's Discovery Museum, and Orchard Supply.

## 8.2. Outcomes from May 2018 Community Open House and Pop-Up Park

On, May 6, 2018 from 10am-2pm, a new team of graduate students held an open house as part of a "Pop-Up Park" in the parking lot of the San Jose Learning Center on West San Carlos Street. A few minutes after the gates of the park were opened for the public, an enthusiastic group of 15 to 20 residents were welcomed by the students. While the fun games and activities kept the children happy, the adults moved towards the informative posters prepared by the students. The posters featured a wide array of assessment findings, including the current physical conditions of the neighborhood, development projects in the pipeline, and current and past priorities of the residents for the improvement of Delmas

Park. Residents could express their feelings on these issues on the informative and graphically interactive posters by voting or writing comments.

### 8.3 Potential Opportunities to Add Green/Open Space

One of the most striking things about Delmas Park is that the neighborhood does not have an actual park within its boundaries. There once was a small pond near the current VTA light rail San Fernando station, but that was drained decades ago.[149]The community has an opportunity to leverage the momentum around the proposed developments to ask for more green space in each project. In addition, they can work with the City of San Jose to complete Reach 5, the last portion of the Los Gatos Creek trail system that travels through San Jose. Completing this section would finish a project that started in 1978. [150]

#### Los Gatos Creek Trail - Reach 5 Master Plan

The Los Gatos Creek flows north from the Santa Cruz Mountains, through the Lexington Reservoir, the Town of Los Gatos and the City of Campbell, before joining with the Guadalupe River in downtown San Jose. The portion that makes up Reach 5 runs through the heart of Delmas Park, between Auzerais Avenue and west Santa Clara Street, and ends at Confluence Park, just north of the Delmas Park boundary (Figure 8.1). [151]

In 2008, the Reach 5 Master Plan was prepared by the City of San Jose Parks and Recreation



Figure 8.1: Map of the Reach 5 portion of the Los Gatos Creek Trail

Commission, and provides detailed guidance on how to finish this last section, allowing for the project to happen quickly. In addition to completing a project that has been ongoing for the past 40 years, this project will help the City achieve its goal of developing a 100-mile trail

network by 2022.[152] Figure 8.2 is a rendering of the Auzerais Avenue enlargement, and provides some visual insight into what this section could look like, and how it would impact the neighborhood.[153]



Figure 8.2: Rendering of trail enlargement at Auzerais Avenue

## Linear Parks Following Transport Systems

Another potential opportunity to add green space in Delmas Park is to beautify segments of the freeway underpasses and elevated high-speed rail segments that are being discussed. Recently, a project initiated by the City of San Jose’s “Public Art Program Illuminating Downtown,” in collaboration with the San Jose Downtown Association (SJDA), resulted in enhancements to the Highway 87 overpasses on Santa Clara and San Fernando Streets. [154] Both streets received a fun update from artist Dan Carson, in an effort to both brighten the space, and celebrate the artistic and technological skills of Silicon Valley (Figure 8.3). [155] While this project is not technically adding green space, its completion demonstrates that the City of San Jose is willing to implement creative solutions for enhancing the culture and aesthetics of the City. With so many freeways surrounding the neighborhood, and the potential for more elevated transit lines,



Figure 8.3: Illuminating Downtown public art installed under CA-87 on Santa Clara Streets

the City should consider how it can use the land beneath these systems to create usable, safe, fun and friendly art or green space for the community. In fact, the community is already looking at ways to improve the pedestrian experience in the underpass on Auzerais. The Auzerais Avenue Project Beautification Plan, proposes art treatments in the underpass area. SJDA Executive Director Scott Knies has expressed an interest in helping to initiate the proposed plan.

### 8.4. Establishing Improvement Districts

As a way to help fund improvements to Delmas Park, a Community Facilities District (CFD) or a Property Based Improvement District (PBID) could be formed. CFDs and PBIDs are “special districts” where property owners in a certain area levy a special tax on themselves to fund improvements in the district area. The fundamental difference between a PBID and CFD is that PBIDs are reserved for businesses and CFDs are reserved for parcels that are used for “private residential purposes” (as stated in the state Mello-Roos Act).

The existing PBID in Downtown is a great example of how well a PBID can function. It is run by the Downtown Association, a board operated non-profit entity. The Downtown PBID not only pays for cleaning services in the public right-of-way (which include sweeping and powerwashing), but also maintenance of infrastructure, such as tree trimming, light/signal and

curb painting, and installing and maintaining of enhanced landscaping, public murals, street furniture and decorations in the public right-of-way.

Another service the Downtown PBID provides is helping property owners connect with business owners to help occupy vacant tenant spaces, helping to promote the businesses and activities in downtown. One example of an event that was funded through the PBID was the activation of Fountain Alley, a street in downtown. Fountain Alley is regarded as a dangerous street, so the activation added additional lighting to this street as well as fun activities like ping pong tables to encourage pedestrians to feel safe in this area.

San Jose has at least seven CFDs, and one of the largest is the Communications Hill CFD (CFD No. 8). Communications Hill is a Specific Plan that was approved by the City Council in 2002 and includes approximately 2,200 residential units, up to 68,000 square foot of commercial uses, approximately 1.44 million square footage of industrial uses and a variety of open space and recreational amenities, such as parks, trails, and playfields. To help fund the public infrastructure to support these uses, a CFD was created to support parks, public roads, stormwater facilities, street trees, landscaping located in the center medians, retaining walls, stairways, bike paths, plazas, and gateway entrances.

Some of the improvements paid for by CFDs and PBIDs include physical improvements like

gateway entry elements to signify the entrance to the neighborhood or districts within the neighborhood, identification signs for new businesses, bicycle lanes, enhanced landscaping in the public right-of-way, or public art. CFDs and PBIDs also often pay for maintenance such as sidewalk cleaning and sweeping, and landscape maintenance in the public right-of-way, identification signs and businesses assistance for to-be or new and small business owners.

Special taxes imposed on properties located in CFDs must be specified as a dollar amount. That amount can be increased no more than 2% per year. The PBID tax assessment is imposed by the City Council. State law does not appear to limit the increase in assessment on a yearly basis, unlike the restriction on CFDs.

PBIDs are partnerships between the City, a non-profit association (typically a business association), property owners and business owners. Property owners and business owners have the ability to run for the PBID Board which allows for some control over policy recommendations, advocacy focus and program recommendations. To create a PBID and a CFD, there are a multitude of steps that need to be taken. In essence it is a petition process which requires property owner signatures in the proposed PBID boundary to be collected and sent to the City Council. From there, assessment of all properties within the proposed boundaries must be done and this assessment must be approved by a majority of the property owners. The City Council can then hold a public hearing to tally the ballots. If approved, then the assessment can be placed on the

County property tax roll and a PBID governing agency may be formed to manage the PBID.

To create a CFD, essentially three condensed steps need to be taken:

- (1) The City Council must hold several public hearings,
- (2) The City Council must adopt a Resolution of Intention to form the CFD, and
- (3) The City Council must adopt a Resolution of Formation with a two-thirds vote of registered voters or property owners within the CFD boundary. A two-thirds vote is also required to levy a special tax within the CFD. The City can then authorize bonded indebtedness for the CFD and establish the Appropriations Limit for the CFD.

A full how-to guide can be found in Appendix K.

## 8.5. A Long Term Commitment by CommUniverCity

CommUniverCity will remain connected to Delmas Park for years to come, consistent with its mission to foster long-lasting neighborhood change. The multi-sector partnership is guided by an energetic steering committee comprised of “representatives of the San Jose State University, the City, the community, and community partners, including San Jose Unified School District.” Current CommUniverCity projects are

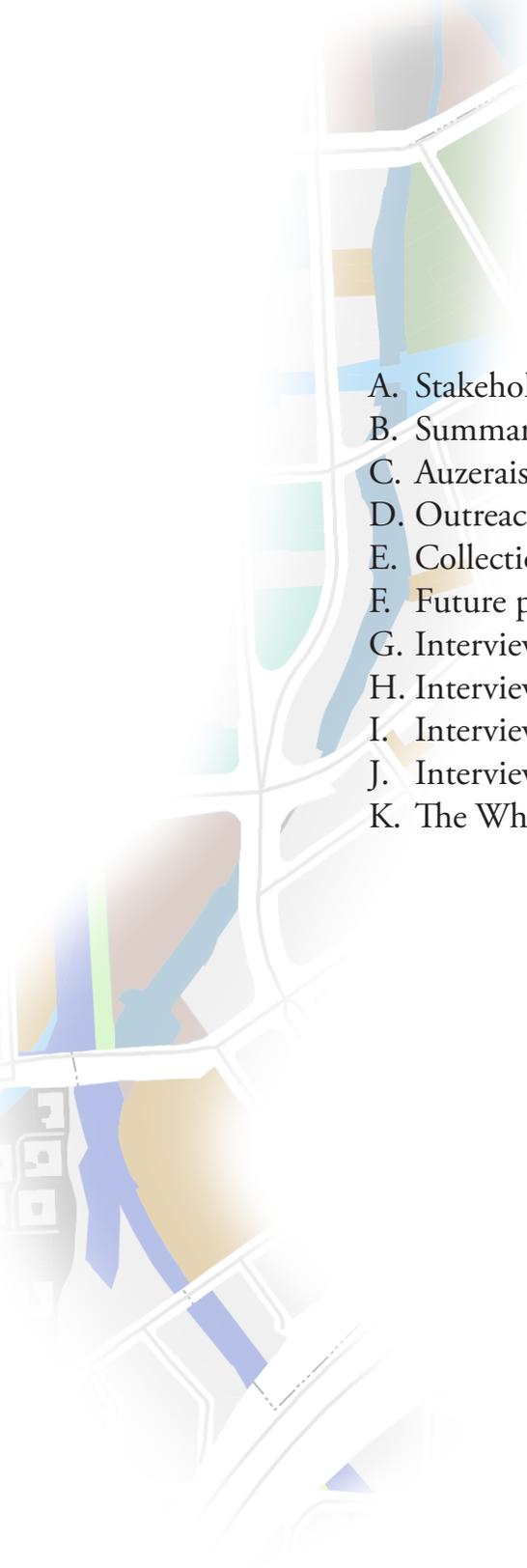
classified into three broad categories: community health, education and neighborhood revitalization. It continues to fulfill its mission of “sustainable and meaningful change” through the lens of the community.[156]

## 8.6. Next steps for the SJSU Graduate Students of the Planning Team

In collaboration with the Delmas Park Neighborhood Association and CommUniverCity, the graduate students achieved their objectives for the assessment phase of the project. The students analyzed and gathered a variety of information on Delmas Park which was showcased to the community in an engaging way at two well attended community events. Feedback from the 45 residents that attended the Open House in 2017 and about 30 residents that attended the Pop-up Park in 2018 confirmed that we had developed meaningful partnerships with the community. Students and attendees throughout this process had a great time getting to know each other. The discussion of existing assets and future development ideas for Delmas Park will guide the future of the collaboration. A primary objective for future work involves opening dialogs with local residents that have not yet been active in the community planning process in order to better understand their thoughts, priorities and perspectives. This includes members of the Ethiopian/Eritrean and Hispanic communities, as well as youth and teens who tend to be overlooked in most planning efforts.

## ENDNOTES, Chapter 8

149. San Jose Mercury News Article October 20, 2017.
150. Walking tour guide provided this information
151. Los Gatos Creek Trail - Reach 5 Master Plan, <https://www.sanjoseca.gov/DocumentCenter/View/9360>, pg. 1.
152. Los Gatos Creek Trail - Reach 5 Master Plan, <https://www.sanjoseca.gov/DocumentCenter/View/9360>, pg. 5.
153. San Jose Green Vision, <http://www.sanjoseca.gov/index.aspx?NID=2955>.
154. Los Gatos Creek Trail - Reach 5 Master Plan, <https://www.sanjoseca.gov/DocumentCenter/View/9360>, pg. 48.
155. City of San Jose Public Art Program Illuminating Downtown, <http://www.sanjoseca.gov/index.aspx?NID=4195>.
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# APPENDICES

- A. Stakeholder database
- B. Summary of libraries of materials
- C. Auzerais Avenue underpass beautification project
- D. Outreach methods for the December 5th, 2017 Open House
- E. Collection of historical data
- F. Future projects break down
- G. Interview responses from resident A
- H. Interview responses from resident B
- I. Interview responses from business owner A
- J. Interview response from business owner B
- K. The What, Who, Where and How to for the PBIDs and CFDs

## Appendix A: Stakeholder Database

**Division of labor with color coding:**

Individual Residents & Community Leaders- ALL

Catalogue Community Organizations- Marybeth

Catalogue Community Businesses- Arielle

Catalog Community Facilities- Swara

Additional Stakeholders- ALL

**Critical stakeholder description:**

- YES, interview/interviewed: The entire team decided whether to contact the interviewees based on general information and sources. If yes, the team proceeded with scheduling an interview or successfully completed the interview.
- B-roll footage: The stakeholder was identified appropriate for collecting B-roll footage by the team. B-roll footage is additional footage collected for telling the Delmas Park story. It should help the team to have much more flexibility while editing.
- Future Resource: The available information on the stakeholder can be helpful by serving as a future resource for next semester.
- No, keep informed: The entire team decided whether to contact the interviewers based on general information and source. If no, the interview was not scheduled because the stakeholder was not considered important to the neighborhood.

Individual Residents & Community Leaders				
Name	Contact Information (All types: phone, email, website, etc)	Information/ Sources (Organizational newsletters, social media, etc)	General Information (Description, mission statement, history)	Critical Stakeholder? 1) YES, interview, 2) B-roll Footage, 3) Future Resource 4) No, keep informed
<b>Bert Weaver and Sarah Singer</b>	bert.weaver@outlook.com		Residents; Member of Delmas Park Neighborhood Association.	<b>YES –</b> interviewed on 10/15/17 at 1pm

## Appendix B: Summary of Library of Materials

Title	Author	Source	Content Summary	Type of Material	Importance/ Relevance? T = Transportation, UD = Urban Design, E = Employment, C = Community A = Art D = Demographics P = general planning
_The Future of Downtown San Jose, SPUR Report, March 2014		March 2014, retrieved from <a href="http://www.spur.org/publications/spur-report/2014-03-17/future-downtown-san-jose">http://www.spur.org/publications/spur-report/2014-03-17/future-downtown-san-jose</a> on September 27th, 2017 (Consult Turabian)	<p>Outlines 6 big ideas for achieving a more successful &amp; active downtown (<i>Delmas Park is included in downtown</i>). Offers 25 recommendations for realizing those ideas. Discusses the “regional importance of San Jose” as a regional transit hub &amp; the need to make it a job center. Refers to San Jose as the “South Bay’s urban center.”</p> <p>Key maps &amp; data on pages 19, 6, 7, 10, 18, 27, 45, &amp; more.</p>	Report	High: long range planning (T, UD, E)
Getting to Great Places, How Better Urban Design Can Strengthen San Jose’s Future,			Covers urban design and placemaking concepts as it relates to planning in San Jose. Includes 3 project goals: 1) Improve the development process, 2) Make San Jose more livable & attractive, & 3) Build long-term sustainability.	Report	Medium-High (UD, P)

## **AppendixC: Auzerais Avenue Project Underpass Beautification**

This document was retrieved from the Delmas Park Neighborhood Association website.

Documentation Source: News, 9/1/15 beautification plan for Auzerais underpass being rolled out in the neighborhood, "Auzerais Avenue Project Underpass Beautification, accessed on September 27th, 2017, <http://delmasparknac.yolasite.com/news-documents.php>

# Auzerais Avenue Project: Underpass Beautification

The Delmas Park Neighborhood Association proposes to beautify gateways to the city that run through the neighborhood including San Fernando, Park Avenue, West San Carlos Street , and Auzerais Avenue.

# Importance Of The Project

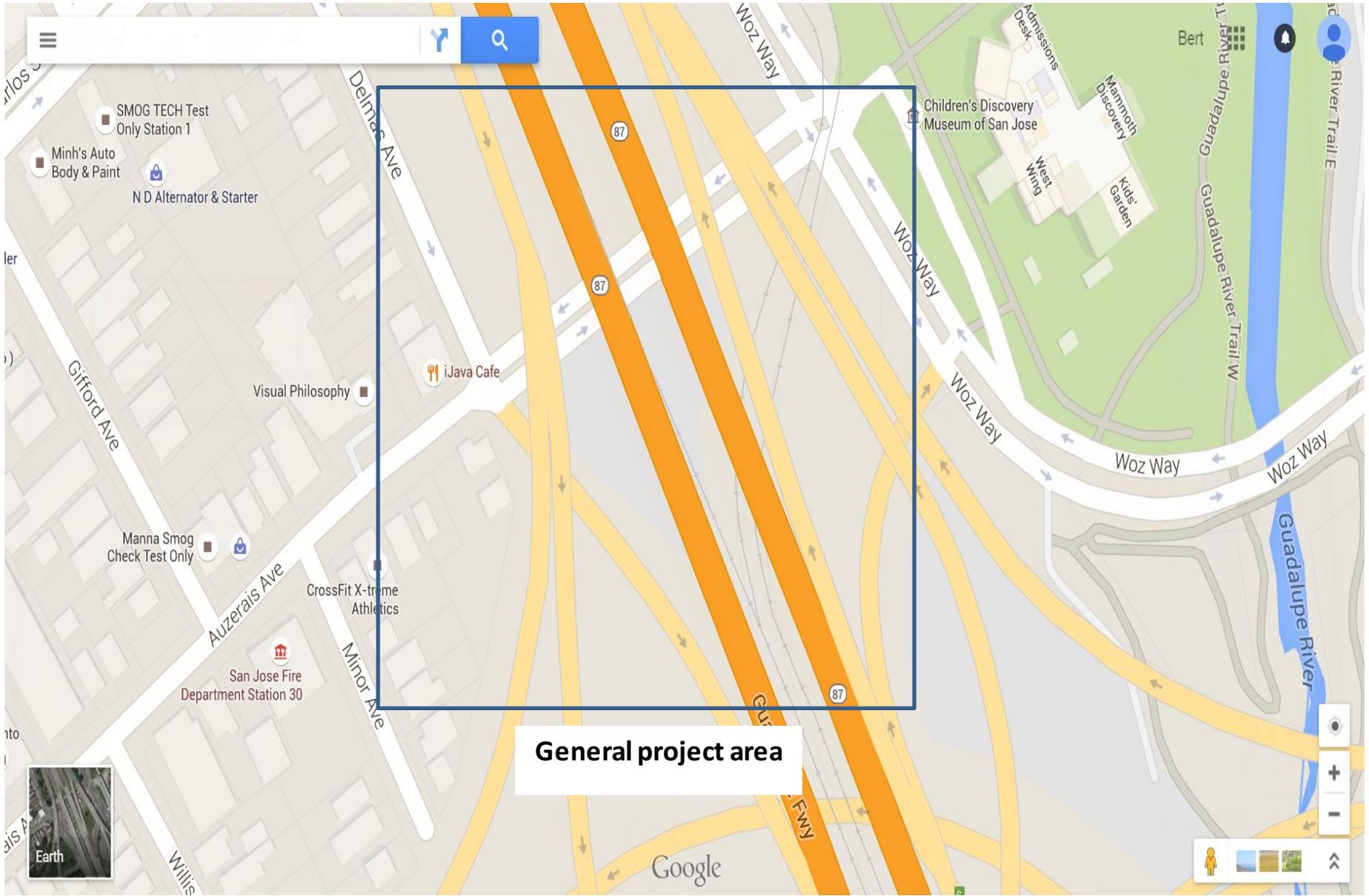
- **Importance Of The Underpasses And The Auzeais Project Area**
  - The 87 Underpasses at San Fernando, Park/Delmas, West San Carlos/Woz Way, and Auzeais/Delmas are all important gateways to downtown San Jose. They provide an entrance to the Discovery Museum, to Adobe and the Riverpark Towers, to the Riverwalk, the Performing Arts Center, the Diridon/San Fernando Transit corridor, Santa Clara Street and to events such as Christmas in the Park and the Jazz Fest. At present, these underpasses are not optimal for pedestrian or cars entering the city in that they are dark, dirty, and uninviting. They feel unsafe at night and hinder rather than help access to the city.
  - Auzeais Avenue from Lincoln Avenue to Woz Way is a street that is experiencing new housing and business development, public construction (new park), and increased population growth and traffic. It anchors the south side of Delmas Park and like the underpasses, often feels, messy, under-maintained, and in need of attention. This underpass beautification project should be seen in the larger context of improving the usefulness and safety of this artery to pedestrians and drivers while activating the street to help build an exciting community for residents.

# Starting Point: Auzerais Beautification Project

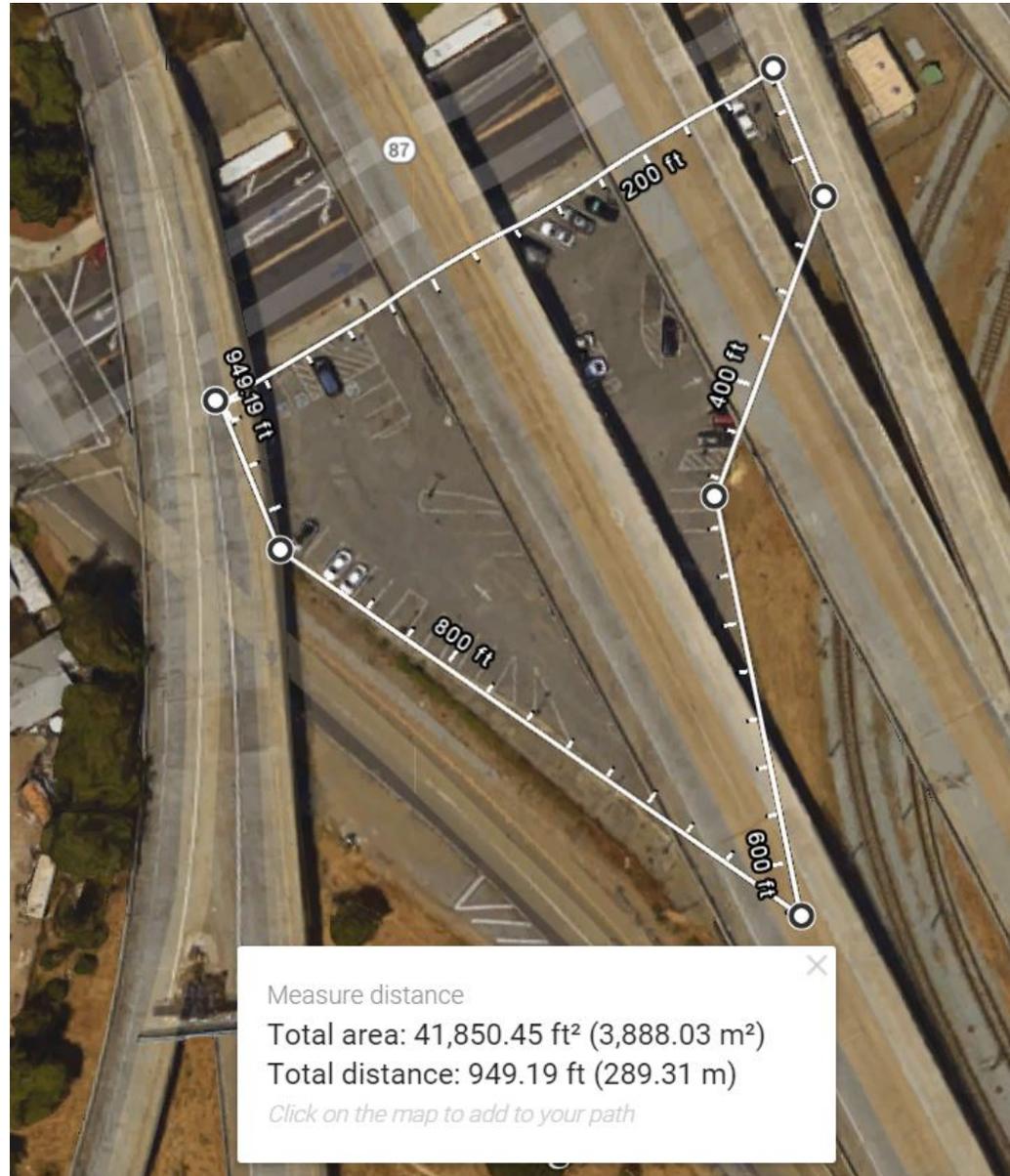
- **Purpose Of The Project**

- The Beautification Project will provide visual interest to the 87/Auzerais underpass area through engaging art and visually interesting design that enhances this important gateway to downtown by:
  - Providing wayfinding information for drivers, commuters, cyclists, light rail passengers, and visitors to the museum, SAP Center and other attractions.
  - Providing visually exciting and informative art to what is now a forbidding streetscape.
  - Improving the overall (child) safety and utility of all the streets, paths, sidewalks, parking lots, and train crossings within the area of the project.

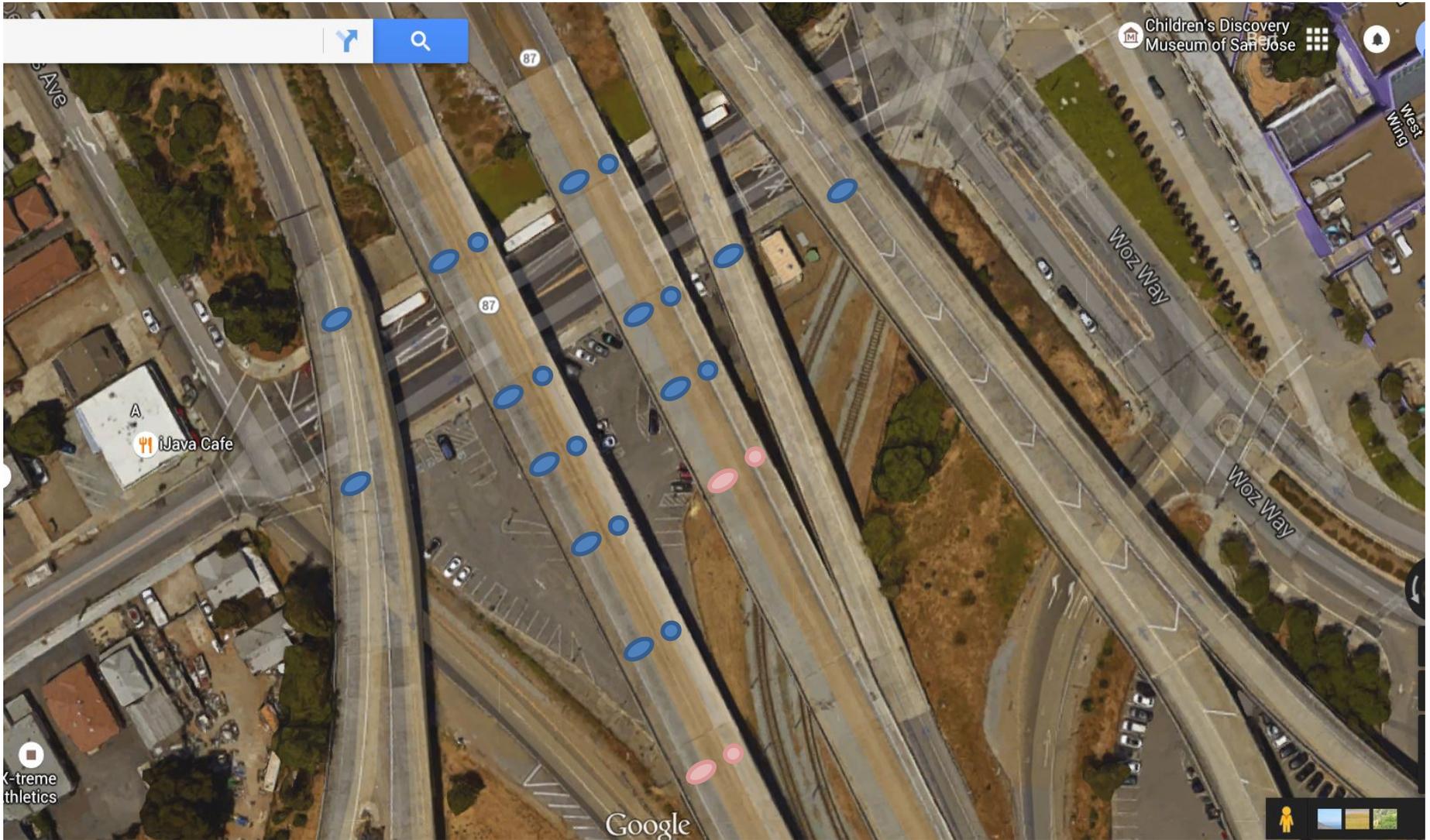
# Auzerais Art Park Project Map



# Auzerais Parking Lot Measurements



# Approximate Locations of Highway Supports



**Blue - supports within project area. Pink - supports outside project area.**

# Current State Of The Auzerais Underpass Area

- The area is comprised of a wide street, a parking lot, cyclone fences, light rail tracks, several pedestrian crossings, a median and four large overhead freeway routes.
- It is bordered by the Children's Discovery Museum, Delmas Avenue, the north side of Auzerais Avenue, and the 87/Auzerais parking lot and light rail right-of-way. (200,000 square feet approximately)



# Before And After Initial Concepts



August 2015

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# Before And After Initial Concepts



August 2015

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## Appendix D: Outreach methods for the December 5th, 2017 Open House

The outreach process included multiple methods. We classified different organizations, groups and individuals to outreach differently and effectively to get as many people as possible across the demographic spectrum to the open house. As Google.Inc and High Speed Rail has shown its interests in investing in this neighborhood recently, we outreached to other stakeholders outside the neighborhood that are interested in investing/ developing inside Delmas Park in the future.

### Social Media:

- Facebook Event Page
- Eventbrite Event Page
- Next Door Event Page
- CommUniverCity Website, Instagram Page
- Urban Planning Website, Facebook Page
- SJSU Associated Student Website

### In person invitation:

- Delmas Park Neighborhood Association
- Local Businesses
- SJSU Departments involved in the Delmas Park Neighborhood Project
- San Jose Downtown Association
- Mayor of San Jose
- Urban Planning interested Department at the City of San Jose

### Other Stakeholders:

- Future Investors:
  - Google
  - High Speed Rail Executive Board
- Organizations:
  - Silicon Valley Leadership Group
  - Silicon Valley Rising
  - Greenbelt Alliance
  - SPUR
  - Catalyze SV

San Jose Downtown Association

Local Historians:

Franklin Maggi

Charlene Duval

April Halberstadt

Neighboring Communities:

Sunol

Gardener

Montgomery

News Outlets:

Spartan Daily

The Mercury News

Other:

Residents from Survey Day that stated they wanted to be contacted in the future

Confirm with other 295 teams if they had specific people in mind

Art Muralists

MUP Alumni

Pet Owners in Delmas Park

## Appendix E: Collection of historical data

A range of historical data exists on this neighborhood. For instance, there are DPR 523 forms published by the Department of Parks and Recreation, which contain images and rich qualitative data regarding historical districts and resources. City memorandums about the Lakehouse Historic District in Delmas Park also contained valuable resources about the history of land use, architecture, and residential development. There are newspaper clippings and Sanborn Maps in the California Room at the Dr. Martin Luther King Jr. Library. Sanborn Maps from 1915-1950 were particularly useful for this project. Historical data was also collected from various books in the California Room, which contained information about the history of people and agricultural businesses in Delmas Park from the 18th century.<sup>1</sup> The bulk of the digital historic reports were provided to us by Franklin Maggi.

Furthermore, on the Delmas Park Neighborhood Association's website they have a history section which provides information about Antoine Delmas and other immigrant groups that contributed to the diverse history of people living in this neighborhood.

The following is the list of organizations and people that assisted us with gathering historical data about Delmas Park:

- History San Jose
- Bert and Sarah Weaver, Delmas Park Neighborhood Association
- Franklin Maggi, Archives and Architecture
- The California Room at Dr. Martin Luther King Jr. Library
- Toby Matoush, Research guide at Dr. Martin Luther King Jr. Library
- Charlene Duval and April Halberstadt from the Sourisseau Academy for State and Local History

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<sup>1</sup> Arbuckle's, Clyde. "Clyde Arbuckle's history of San Jose: chronicling San Jose's founding as California's earliest pueblo in 1777, through exciting and tumultuous history which paved the way for today's metropolitan San Jose: the culmination of a lifetime of research." Smith & McKay, 1985

## Appendix G: Interview response from resident A

Date: 03-14-18

Interviewee: Resident of Delmas Park

Location of Resident A: Auzerais Avenue, San Jose

Resident A has a young adult daughter residing with her. She provided her input about living in Delmas Park and a summary of her comments are at the end of this appendix.

Q1. What do you like best about the Delmas Park neighborhood?

Resident A has lived in Delmas Park for a little over 2 years. She likes the location because you can access the neighborhood from many sides and it is close to freeways. The area also has a lot of alternative routes in case there is traffic congestion.

Q2. What are your feelings toward future construction in Delmas Park particularly about Google? And are you happy about it?

Resident A appreciates the development of high rise buildings, thinks they are much better than the light industrial buildings. She prefers that the new buildings keep the historic feel of Delmas Park, especially in the Lake House District where there are Victorian style homes. New housing should have some affordable housing. She would definitely like to see more housing available.

Q3. What are your thoughts about the possibility of High Speed Rail coming to Diridon Station? It would be going from San Francisco to Los Angeles.

Resident A supports High Speed Rail and the possible construction of the infrastructure around Delmas Park. She feels that if it can be correctly, it can be highly successful. She realizes that not everyone will be happy with whatever decision is made, but as long as people are involved and have the opportunity to voice their opinion, she believes that it is an important development.

Resident A mentioned that there is that fear amongst residents that the property value within Delmas Park will decrease if High Speed Rail is constructed.

Q4. Do you feel connected to your neighbors and community?

Resident A does not feel very connected to her neighbors and the community. She attributes this to only residing in the neighborhood for 2 years. She feels that over time, she may be able to establish more connections to her neighbors. Currently, she says people tend to keep to themselves.

Q5. What would get you to participate more in the community?

Resident A stated that she has attended a neighborhood meeting in the past but found it to be too social and not productive. However, she would go if there are benefits for the neighborhood and more involvement with the City.

Q6. What would encourage you to attend an open house put on by SJSU students and CommUniverCity that discusses Delmas Park?

An open house sounded inviting to Resident A and she would be willing to help spread the word about the event and attend if possible.

Q7. How do you feel about all the auto related businesses in Delmas Park?

Resident A does not like the auto related businesses in the neighborhood but would not push to remove them because a lot of them are established and have been here for many years. The neighborhood falls under the Light Industrial category so in this sense they have a right to be here.

Q8. Is there anything you would change about the neighborhood? If so, what?

Resident A has been very frustrated with the trash and debris, particularly around the Guadalupe River area where she likes to ride her bike. The trail is not well maintained. She would love to see abandoned lots and homes developed because they have been nuisances. The home next to her is an example. It has become overtaken by feral cats, along with trespassers and nothing is being done about it.

Q9. (Concluding question): Is there anyone else you think we might want to talk with?

Resident A offered to talk to neighbors and friends in the community to see if they would like to be part of the conversation. Resident A has a young adult daughter in the household. She generally enjoys living in Delmas Park and feels fairly safe. She is sometimes

bothered by rowdy people passing through the neighborhood but this is mainly due to public intoxication and perhaps the close proximity to entertainment venues and bars.

The daughter would like to see the neighborhood cleaned up and more frequent organized trash pick-up days. What she really enjoys about the area is the rich history that is associated with it. She feels that the area is less isolated than nearby Willow Glen and less pretentious. Her neighborhood is multicultural and friendly compared to the suburbs where she once resided.

Another great amenity that the daughter takes advantage of are the various modes of transportation available in the neighborhood. She does not feel the need to own a car since mass transit or ride sharing make getting around so convenient.

In all, she is very satisfied with the neighborhood.

## Appendix H: Interview response from resident B

Date: 04-11-18

Interviewee: Resident of Delmas Park

Location of Resident A: Gifford Drive, San Jose

Q1. What do you like best about the Delmas Park neighborhood?

Resident B has lived in Delmas Park for over 37 years. They love the location because it is close to freeways, downtown, light rail, and Diridon Station. She knows everyone on the block and it is a close knit community. Even the renters are long term residence. The people are friendly.

Q2. What are your feelings toward future construction in Delmas Park ?

Resident B supports future construction. She feels like there are so many areas ready for development but little action has taken to get the shovel in the ground. Feels like currently there are many inappropriate uses of land such as non-permitted or zoned auto activity or uses of land. Future construction could be a good thing as long as the development is respectful to existing residence and to the historic aspect of the neighborhood. The height of buildings depends on location.

Q3. What are your thoughts about the possibility of High Speed Rail coming to Diridon Station? It would be going from San Francisco to Los Angeles.

Supports high speed rail, though at grade rail causes problems. It would affect neighboring Willow Glen so considerations have to be respectful of them. Resident B is optimistic about high speed rail.

Q4. Do you feel connected to your neighbors and community?

Yes, definitely feels connected to her community, to the neighbors, to the streets, to entities surrounding downtown San Jose. City staff, council reps and developers have all been engaged and it is easy to get connected to people in the neighborhood.

Q5. What would get you to participate more in the community?

Knocking on doors, make direct connections with people. It can be challenging to get people interested but the opportunity is there. Easy to fall into the mindset that other neighborhoods in the area get more benefits, but Delmas has accomplished a lot in terms of having access to prominent councilmembers to help things get done. Challenge is how to change the perception of people who feel like they won't get anything changed in the neighborhood.

Q6. What would encourage you to attend an open house put on by SJSU students and CommUniverCity that discusses Delmas Park?

Showcase opportunities to get involved. Get people excited about things that have been accomplished and what can be done.

Q7. How do you feel about all the auto related businesses in Delmas Park?

Resident B does not like the auto-related businesses in the neighborhood, thinks they should be eliminated. Area and land is too valuable to be used for this type of business. Prefers that there not be any light industrial in the neighborhood.

Q8. Is there anything you would change about the neighborhood? If so, what?

No light industrial, but nothing too specific she would change. Huge change is coming, and it is good and she is excited. Envisions more affordable housing. Be realistic where affordable housing vs. market rate housing is located and the price.

Q9. (Concluding question): Is there anyone else you think we might want to talk with?

Resident B sent email to other prominent Delmas neighborhood representatives such as neighborhood president to see if they want to provide input about the neighborhood.

## Appendix I: Interview response from business owner A

Date: 03-17

Interviewee: Restaurant Business Owner

Location: W. San Carlos Street

Q1. What do you like best about the Delmas Park neighborhood?

Business Owner A does not reside in Delmas Park but is at his restaurant approximately 12 hours a day, 7 days a week. He lives in Sunnyvale so it is hard for him to speak about Delmas Park as a place of residence. He is concerned about the large number of homeless people in this neighborhood as he has experienced property loss in the parking lots. The homeless people also come and sleep under the staircase of the property. The main change he would make to Delmas Park as a business owner is to end homelessness.

Business Owner A does not get involved in community events.

Q2. What are your feelings toward future construction in Delmas Park ?

Business Owner A is in high support of the future constructions in Delmas Park as he also feels that this would bring more people to commute in the neighborhood and its surrounding areas that would indirectly also increase his business in the neighborhood.

Q3. What are your thoughts about the possibility of High Speed Rail coming to Diridon Station? It would be going from San Francisco to Los Angeles.

Business Owner A is excited. It will make it easier for people to travel. Delmas is at the edge of downtown and his location may get more business from travelers.

## Appendix J: Interview response from business owner B

Date: 3-17-18

Interviewee: Store Business Owner

Location: Bird Avenue

Q1. How long have you been a business owner in Delmas Park?

Approximately 4 years.

Q2. What do you like best about the Delmas Park neighborhood?

Business Owner B likes that Delmas Park is family oriented. She also liked the prime location of her store in the neighborhood that is also very close to the downtown

Q3. What are your feelings toward future construction in Delmas Park?

Business Owner B is excited about future development in the area, especially Google coming up.

Q4. Is there anything you would change about the neighborhood? If so, what?

Business Owner B is not happy about homeless people.

## Appendix K: The what, who, where, and how to for PBIDS and CFDS

Legal Mechanisms and Background: A Community Facility District (CFD) is allowed by the Mello-Roos Act and Property Based Improvement Districts (PBID) are allowed by the Parking and Business Improvement Area Law of 1989 and the Property and Business Improvement District Law of 1994 (Assembly Bill 1381). PBIDs tax property owners to help pay for services, and those services must properly benefit the assessed businesses or properties. CFDS work similarly and apply a special tax on property-owners for public infrastructure projects. These type of services are essentially unrestricted.

What are the differences between a PBID and a CFD?

The fundamental difference between a PBID and CFD is that PBIDs are reserved for businesses and CFDs are reserved for parcels that are used “private residential purposes”(as stated in the Mello-Roos Act).

The special tax maximum imposed on properties located in the CFD must be specified in a dollar amount, and said amount shall not be increased over time except that it may be increased no more than 2% per year.

The PBID tax assessment is imposed by the local governing body, which would be the City Council. Prior to the establishment of the PBID, the City Council may adopt, revise, change, reduce or modify the proposed assessment. PBIDs can be disestablished and CFDs can also be disestablished (after the bonds are paid, if there are any). State law does not appear to limit the increase in assessment on a yearly basis, unlike the restriction on CFDs.

Property Based Improvement Districts (PBID):

The What: PBID stands for Property Based Improvement District. It is a special benefit assessment district that provides enhanced maintenance, public safety, beautification and economic development programs (in addition to services provided by City of San Jose). The PBID is a partnership between the City, a non-profit association (typically a business association), property owners and business owners. Property owners and business owners have the ability to run for the PBID Board which allows for some control over policy recommendations, advocacy focus and program recommendations. The PBID Board makes recommendations to the City Council.

A brief list of services provided are:

- Cleaning services in the public right-of-way.
- Maintenance of facilities in the public right-of-way (can include light/signal painting, curb painting, tree trimming, etc.).

- Promotion of downtown activities and businesses.
- Enhanced landscaping, murals, street furniture, decorations.
- Connecting property owners to businesses to encourage more businesses to locate in the neighborhood.

(These photos show the Downtown San Jose Groundwerx hard at work. Groundwerx provides a street-cleaning service to San Jose and was constructed under the implementation of the downtown PBID.)

The Who: A number of agencies and organizations are responsible for creating and managing a PBID. Those included are: San Jose Downtown Association, City of San Jose (Department of Transportation, Real Estate, Public Works), property owners, business owners, West San Carlos Street Neighborhood Business Association (<http://www.midtownsanjose.net/about-midtown/>)

The Where: West San Carlos would be the most likely corridor to benefit from the establishment of a PBID because it is the location for the San Carlos Business District. Along both sides of West San Carlos, as the area is the ‘commercial/business’ corridor. Additional commercial corridors can be further identified as the neighborhood evolves with future construction.

The How: As set and dictated by the San Jose Municipal Code, business owners located within a PBID must participate if the PBID is approved, no matter if they voted for it. The basic steps to establish a PBID are:

1. Community outreach with business owners, property owners, Downtown Association, City staff members.
2. A petition process that requires signatures from property owners in the PBID who will pay more than 50% of the assessment to be levied. The number of signatures must be more than 50% of the total assessment amount. Meaning, since some property owners will be paying more than others (because the way to calculate the assessment depends on lot plus building square footages, and property use considerations), the petitions received must be from a majority of the property owners that will be assessed more. All properties within the PBID boundary will pay into the PBID, but some properties will be assessed more than others.
3. The petition is sent to the main local agency (in this case the City of San Jose) along with the Management Plan and Engineer’s Report (as required by state law).
4. City Council action (by Resolution) stating the intent to support the petition, accepting the Management Plan and Engineer’s Report. The City Council must also set a date/time for a public hearing and calling for a community election (to enact the

PBID) to be held.

All properties in the PBID boundary must be assessed for the benefit proposed. The City and the Downtown Association work together on assessing the properties. Once the properties are assessed, the information is sent to the County to be included as a line item on the tax bills. After assessment, the property owners have to be given written notice that states their assessment amount, the proposed assessment total for the area, when and where the public hearing will be held and a ballot (ballot by mail).

5. The assessment must be approved by a majority of the voting property owners. Property owners who do not vote or vote opposing the PBID must cooperate if the PBID is enacted.
6. The City Council then holds the public hearing and the City Clerk tallies the ballots. If there is more than 50% support, then City Council can vote to establish the PBID. Once PBID is formed, then the assessments are placed on the County tax roll.
7. PBID governing agency is formed (could be through a non-profit like the Downtown Association) and board members are established. Board members generally serve three year terms and are elected by a mail ballot process. The Board of Directors of the PBID decide the budget and programs for the next year. The Board of Directors generally meet once a month with the exclusion of July.
8. PBID continuation requires petitions that are signed by the property owners to be submitted. These petitions are then submitted to the City Council and a ballot by mail is sent to affected property owners.

#### Community Facility District (CFD):

The What: A Community Facilities Districts (CFD) is a special district established through the collaboration of a city government agency and local community. A CFD is essentially a public improvement district, which issues a special tax on property-owners, with the primary difference being that a CFD targets facility improvement projects focusing on parcels, unlike a PBIDs which is reserved for businesses. The improvements can go towards public infrastructure projects. Examples of the types of projects are: sewer systems and other basic infrastructure projects, streets, police protection, fire protection, libraries, schools, parks, museums and other cultural facilities.

The Who: Delmas Park Neighborhood Association, City of San Jose (Public Works, Development Services (Special Districts))

The Where: The CFD can be used to target specific project areas in Delmas Park. Examples: Park Ave (South Montgomery to Delmas), the traffic roundabout (Park Ave and Bird Ave), West San Carlos (From Bird Ave and Delmas Ave), Santa Clara Street corridor (Improvements along part of street traveling near Diridon), etc.

The How: For a typical CFD, the formation process involves three separate but related proceedings. Normally these are combined and run concurrently. They are proceedings to:

- Form the CFD and authorize the special tax;
- City authorizes bonded indebtedness for the CFD; and
- City establishes the Constitutional Article XIII B “Appropriations Limit” for the CFD.

The first two proceedings involve public hearings and elections requiring a two-thirds vote. The third involves a public election requiring a majority vote. There is no prohibition on holding both hearings at the same time, and there is specific statutory authority to combine all three ballot questions into a single ballot measure, and that is the usual practice. The three will be discussed as if they were a single process.

### Option 3: PBID and CFD Combination

The What: This option would incorporate a PBID and CFD in two separate areas of Delmas Park. The goal would be to take advantage of the two types of districts and utilize them in areas of Delmas Park that are most suited to them. For example, the PBID might apply more in the business oriented section of the community and the CFD to the areas in need of public infrastructure projects.

The Who: San Jose Downtown Association, City of San Jose Department of Transportation, Real Estate, Department of Public Works, property owners, business owners, West San Carlos Street Neighborhood Business Association, Delmas Park Neighborhood Association, Development Services (Special Districts)

The Where: Appropriate areas in the community.

PBID: Business district between W San Carlos and Park Ave (With future developments, there is potential for the PBID to expand.)

CFD: Remaining boundary of Delmas Park

The How: Follow the steps for the PBID and CFD.

#### Option researched but not pursued: Maintenance District

One option that we chose not include in this recommendation sheet is a Maintenance District (MD). Similar to a CFD and PBID, an MD is established through the collaboration between a community and local government agency. MD's are implemented to facilitate special street upgrades such as, pedestrian street lights, benches, etc. Due to the limited information we were able to find for MD's in San Jose, we decided to proceed with the recommendation of a CFD or PBID.

#### Sources

Bort, Daniel. "An Introduction to California Mello-Roos Community Facilities Districts." Accessed on April 15th, 2018. URL: California Mello-Roos Community Facilities Districts An ... - Orrick

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