



<https://olajkaborc.wordpress.com/>

URBAN VILLAGE PLANNING

E SANTA CLARA STREET ASSESSMENT

City of San Jose - Produced by SJSU Urban Planning Graduate Student Team, 2014 - 2015

THIS PAGE HAS BEEN INTENTIONALLY LEFT BLANK

ACKNOWLEDGEMENTS

We would like to acknowledge the following persons and organizations who assisted in the successes of the East Santa Clara Urban Village Community Workshops and in the compilation of this assessment report:

CommUniverCity San José

Dayana Salazar
Imelda Rodriguez
Elizabeth Figueroa
Winnie Gee
Peggy Arana

City of San José Planning Division

Matthew VanOosten
Lesley Xavier
Michael Brilliot
Leila Hakimizadeh

Public Engagement Artist Team

Mary Rubin
Robin Lasser
Trena Noval
Genevieve Hastings
Jennifer Easton

Professional Advisors and Specialists

Terry Bottomley, Urban Design Consultant

Dr. Shawn Spano

VyBao Tran, Vietnamese Translation Services

Flo Pucci, MUP

Chris Lepe, Transform

Melissa Cerezo, Valley Transportation Authority (VTA)

Ratna Amin, SPUR

Michele Beasley, Greenbelt Alliance

Jaime Fearer, California Walks

Jessica Zenk, City of San José D.O.T.

Rick Gosalvez, Trimble

SJSU Graduate Urban Planning Program Peer Advisors

Samuel Gutierrez

Fahteen Khan

Thai-Chau Le

Radha Muralidhara

Erum Maqbool

Bhavani Potharaju

Nick Stewart

Urban Design 232 Class

Ginette Wessel, PhD, Instructor

Report Layout Advisor

Rebecca Walters

Peter Thobe

Workshop Guest Speakers

Raul Peralez, District 3

Councilmember

Scott Strickland, Chief of Staff, County Supervisor Cindy

Chavez's Office

David Barry, Senior Facilities Architect for Santa Clara

County

Rosalynn Hughey, Assistant Director of Planning, Building, & Code Enforcement for the

City of San José

Authority (VTA)

Sam Liccardo, District 3

Councilmember

Ruth Cueto, Graduate Student and City of San José District 3 Team

Paul Pereira, San José District 3 team

Jean Cohen, San José District 3 team

SJSU Graduate Urban Planning Student Workshop Volunteers

Marco Arguelles

Beth Martin

Garima Kuthiala

Jia Liu

Susana Mercado

Blair Lee

Matt Quevedo

Fonn Sirichon

Kayla Criner

Tuula Perry

Jessie Bristow

Jason DeHaan

Minxiu Li

Amelia Kolokihakaufisi

Will Lindsey

Wendy Lao

We would also like to acknowledge the in-class guest speakers for their guidance and the City of San José planners that helped facilitate at the workshops.

Above all, we want to thank all of the the local community members and business owners for sharing their invaluable experiences and insights with us. You were an instrumental part of creating this report.

THIS PAGE HAS BEEN INTENTIONALLY LEFT BLANK



Fall 2014 Graduate Urban Planning Team Section 1.

Front (From left to right): Edgar Maravilla, Rogelio Foronda, Jr., Samuel Gutierrez, Susana Mercado, Thai-Chau Le, Ruth Cueto. Middle: Sonal Aggarwal, Justin Giarritta, Radha Muralidhara, Tonya Ward, Kayla Criner, Prescott Reavis, Elizabeth Riddlesmith. Back: Michael McAlister, Greg Beverlin, Instructor Richard Kos AICP.



Fall 2014 Graduate Urban Planning Team, Section 2

Front (From left to right): Jia Liu, Michelle Li, Bhavani Potharaju, Ceci Lavelle Middle Row: Cathy Correia, Wendy Lao, Beth Martin, Blair Lee, Fahteen Khan.

Back Row: Stephen Patrick Nester, Danielle Greene, Bahar Vaezi, Instructor Richard Kos AICP, Shannon McDonald, Jeremy Attema, Nick Stewart, Chauncey Gammage, Melissa Ruhl



Spring 2015 Graduate Urban Planning Team

Front Standing (From left to right): Rucha Dande, Stephen Granger-Bevan (behind), Victor Guzman, Sarah Bowab, Javier Chavez, Todd Kubiak, Jamie Scott Guthrie, Joel Campos, Ami Upadhyay, Jorge Martinez, Audrey Shiramizu, Allan Rimban, Fahteen Khan, Terry Bottomley (Urban Design Consultant), Galadriel Burr, Instructor Richard Kos AICP. **Front Sitting:** Steve Le, Emily Van Loon, Sajuti Rahman, and Mariaclara Zazzaro.

THIS PAGE HAS BEEN INTENTIONALLY LEFT BLANK

TABLE OF CONTENTS

CHAPTER 1 INTRODUCTION.....	1
1.1 Community Assessment	
1.2 East Santa Clara Street Community Assessment Findings	
1.3 City of San José Urban Village of Objectives - Purpose of Community Assessment	
1.4 Historical Overview of East Santa Clara Street Urban Village Study Area	
1.5 Improvement Initiatives and Contemporary Planning Efforts	
CHAPTER 2 ASSESSING THE REGULATORY ENVIRONMENT AND LAND USE.....	13
2.0 Introduction	
2.1 Existing Land Uses	
2.2 Parks and Open Spaces	
2.3 Parks and Open Spaces	
2.4 Land Use Transitions	
CHAPTER 3 ASSESSING PEOPLE AND INSTITUTIONS.....	21
3.0 Introduction	
3.1 Community Profile	
3.2 Voices of East Santa Clara - Stakeholder Analysis	

CHAPTER 4 ASSESSING URBAN FORM AND COMMUNITY IDENTITY.....29

4.0 Introduction

4.1 Historic Resources

4.2 Contributors to Unique Neighborhood Identity

4.3 The Future “Downtown East” - Neighborhood Identifiers

4.4 Street Trees/Greenery

4.5 Sense of Enclosure

4.6 Pedestrian Infrastructure

4.7 Edge Effects and Transitions - Connecting Commercial to Residential

4.8 Additional Areas of Assessment

4.9 Opportunity Sites - Tomorrow’s Destinations

CHAPTER 5 TRANSPORTATION AND MOBILITY.....63

5.0 Introduction

5.1 Existing Infrastructure

5.2 Automobile Assessment

5.3 Parking - An Asset and a Challenge

5.4 Public Transit

5.5 Bicycle Assessment

5.6 Upcoming Transportation Projects

CHAPTER 6 ENGAGING THE PUBLIC IN DEVELOPMENT OF THE URBAN VILLAGE MASTER PLAN.....	81
6.1 East Santa Clara Street Community Workshops	
6.2 Encouraging Active Participation	
6.3 Creative Engagement	
6.4 Workshop Engagement Tools	
6.5 Planning Activities for Children at the Workshops	
CHAPTER 7 FUNNELING FEEDBACK INTO THE URBAN VILLAGE PLAN.....	95
7.1 Community Workshops - What Have We Learned?	
7.2 Key Outcomes From 2014 and 2015 Workshops	
7.3 Trimble Feedback - Streamlining and Centralizing Citizen Participation	
CHAPTER 8 NEXT STEPS - POLICY RECOMMENDATIONS.....	113
8.0 Introduction	
8.1 Community Outreach	
8.2 Safety and Public Health Concerns	
8.3 Preparing for New Development and Redevelopment	
8.4 Turning East Santa Clara Street Into a Destination	
8.5 Greening the Corridor	
8.6 Opportunity Sites - Tomorrow’s Destinations	
8.7 Closing Remwarks	
Appendices.....	124

TABLE OF FIGURES

CHAPTER 1 INTRODUCTION

Figure 1.1 - Context Map of East Santa Clara Street Urban Village.....	2
Figure 1.2 - Online Screen Capture of Trimble Feedback.....	3
Figure 1.3 - Historical Photograph of East Santa Clara Street c. 1915.....	6
Figure 1.4 - Historical Photograph of East Santa Clara Street 1910.....	7
Figure 1.5 - Historical Photograph of Tower Hall in 1955	7
Figure 1.6 - Timeline of Projects and Plans (years 1990-2014).....	8
Figure 1.7 - Timeline of Notable Events (1979-2011)	9

CHAPTER 2 ASSESSING THE REGULATORY ENVIRONMENT AND LAND USE

Figure 2.1 - Single Family Residential Buildings.....	14
Figure 2.2 - Current Zoning Designations.....	15
Figure 2.3 - Existing Land Use Map.....	16
Figure 2.4 - Parking Lots and Vacant Land.....	17
Figure 2.5 - Image of Land Use Transition.....	18

CHAPTER 3 ASSESSING PEOPLE AND INSTITUTIONS

Figure 3.1 - Primary Stakeholder Groups in the Study Area.....	21
Figure 3.2 - Demographic Summary for Study Area.....	22
Figure 3.3 - 2010 Median Household Income Map (2010).....	24

CHAPTER 4 ASSESSING URBAN FORM AND COMMUNITY IDENTITY

Figure 4.1 - Image of Map in TerraFlex.....	30
Figure 4.2 - Architectural Styles of East Santa Clara Street.....	30
Figure 4.3 - Architectural Landmarks and Characteristics of East Santa Clara Street.....	31
Figure 4.4 - St. Patrick’s Parochial School.....	32
Figure 4.5 - Tommie Smith Residence.....	32
Figure 4.6 - Former IBM Building.....	32
Figure 4.7 - Image of Licursi’s Barbershop.....	33
Figure 4.8 - Image of the Darling Fischer Mortuary.....	33
Figure 4.9 - Historic Landmarks Map.....	34
Figure 4.10 - Historic Sites within the East Santa Clara Urban Village.....	35
Figure 4.11 - Strengthening Neighborhood Identity & Corridor Reactivation.....	36
Figure 4.12 - Map of Pedestrian Accessibility.....	37
Figure 4.13 - Light Pole Banner Along East Santa Clara Street.....	38
Figure 4.14 - Brightly Colored Facades.....	39
Figure 4.15 - Painted Utility Box on East Santa Clara Street.....	38
Figure 4.16 - Collage of Signs Along East Santa Clara Street.....	40
Figure 4.17 - Map of Signs along East Santa Clara Street.....	41
Figure 4.18 - Green Piece.....	42
Figure 4.19 - Trees Along the Corridor.....	43
Figure 4.20 - Greenery Health Barometer.....	44

Figure 4.21 - Images of East Santa Clara Street	45
Figure 4.22 - Example of Typical Sidewalk Segment.....	46
Figure 4.23 - Work in Progress.....	47
Figure 4.24 - Example of Painted Crosswalk.....	48
Figure 4.25 - Map of Crosswalks and Provisions.....	49
Figure 4.26 - Pedestrian Access Map.....	50
Figure 4.27 - Sidewalk Impediment.....	51
Figure 4.28 - Pedestrian Safety, 2007 to 2012.....	51
Figure 4.29 - Bike Rack.....	52
Figure 4.30 - Street Lighting.....	53
Figure 4.31 - Edge Effects and Transitions Map.....	55
Figure 4.32 - Unsuccessful Transition.....	56
Figure 4.33 - Example of a Successful Transition.....	56
Figure 4.34 - Non-residential Uses as Buffers.....	56
Figure 4.35 - Homeless Services Table.....	57
Figure 4.36 - Homeless Services Map.....	58
Figure 4.37 - Graffiti Examples.....	59

CHAPTER 5 TRANSPORTATION AND MOBILITY

Figure 5.1 - Typical Street Width.....	64
Figure 5.2 - Street Sections.....	65
Figure 5.3 - Average Traffic Volume.....	66

Figure 5.4 - Level-of-Service Diagram.....	67
Figure 5.5 - Collision Numbers.....	68
Figure 5.6 - Collision by Mode Involved (2007 to 2012).....	68
Figure 5.7 - Collision Injury Severity (2007 to 2012).....	68
Figure 5.8 - Parking Types Along East Santa Clara Street.....	70
Figure 5.9 - Parking Availability Map.....	71
Figure 5.10 - Existing Public Transportation Options.....	72
Figure 5.11 - Sheltered Bus Stop.....	73
Figure 5.12 - Shelter-less Bus Stop.....	73
Figure 5.13 - Current Bike Lanes.....	74
Figure 5.14 - Bicycle Crashes.....	75
Figure 5.15 - Regional Mobility Map.....	76
Figure 5.16 - Regional Future Bike Plan.....	78

CHAPTER 6 ENGAGING THE PUBLIC IN DEVELOPMENT OF THE URBAN VILLAGE MASTER PLAN

Figure 6.1 - Site Map.....	82
Figure 6.2 - Workshop kickoff.....	83
Figure 6.3 - Business Owner.....	84
Figure 6.4 - Outreach in Action.....	84
Figure 6.5 - Local Clergywoman.....	85
Figure 6.6 - A Child’s Perspective.....	85
Figure 6.7 - Not Yet a College Town.....	85

Figure 6.8 - Recording Public Opinion.....	86
Figure 6.9 - Faces of East Santa Clara Steet.....	86
Figure 6.10 - Mirror Images.....	87
Figure 6.11 - Postcard Kiosk in the Community.....	87
Figure 6.12 - Workshop Participant Engagement Map.....	88
Figure 6.13 - Tabletop Discussion.....	89
Figure 6.14 - Gauging Design Possibilities.....	89
Figure 6.15 - Draft Land Use Concept Plan.....	90
Figure 6.16 - Photograph of Block Exercise Preparation.....	91
Figure 6.17 - Aerial Image of Potential Opportunity Site.....	91
Figure 6.18 - How do You See Your Home Neighborhood?.....	92

CHAPTER 7 FUNNELING FEEDBACK INTO THE URBAN VILLAGE PLAN

Figure 7.1 - Attendance Matrix.....	96
Figure 7.2 - Geocoded Pin Map from Workshop #2.....	97
Figure 7.3 - Photographic Panorama.....	98
Figure 7.4 - Workshop Facilitation.....	99
Figure 7.5 - Massing the Block.....	99
Figure 7.6 - Active Listening.....	102
Figure 7.7 - Visualizing Trends.....	103
Figure 7.8 - Share of Topic Focus Across Both Workshops.....	104
Figure 7.9 - Feedback System Flowchart.....	105

Figure 7.10 - Feedback Flowchart.....106

Figure 7.11 - Historic Preservation via Trimble Feedback.....108

Figure 7.12 - Opportunity Sites at the County Site via Trimble Feedback.....109

Figure 7.13 - Height Limit Concerns via Trimble Feedback.....110

CHAPTER 8 NEXT STEPS - POLICY RECOMMENDATIONS

Figure 8.1 - Chicane on a Two-Way Street.....114

Figure 8.2 - Separated Bike Lane.....115

Figure 8.3 - Phased Infill.....116

Figure 8.4 - Cultivating Identity.....118

Figure 8.5 - Activating the Creek.....119

Figure 8.6 and 8.7 - Images of a vacant parking lot along East Santa Clara Street.....120

Figure 8.8 - Opportunity Sites in Relation to Future BRT.....121

Figure 8.9 - Opportunity Site Table.....122

Figure 8.10 - Opportunity Sites.....122

Santa Clara
200 300

BOBO DRINKS

SSERTS, SHAVED ICE & TEA

(408) 320-4425

HOE XOB
RESTAURANT

BICYCLE
BIKE LANE



CHAPTER 1

INTRODUCTION

Stretching along East Santa Clara Street from City Hall to the banks of Coyote Creek, the Urban Village study area features historic homes, mom-and-pop shops, and vivid local character. The area nonetheless suffers from underuse, with many commercial buildings falling into states of neglect and disrepair. In fall 2014 and spring 2015, San Jose State University Urban Planning students embarked on a detailed, asset-based assessment of the neighborhood to assist the city's Planning Division with the first stage of the urban village master planning process.

1.1 Community Assessment

This assessment was prepared by a team of 48 graduate students in the Department of Urban and Regional Planning at San José State University (SJSU) under the guidance of faculty member Richard Kos, AICP. This report reflects the synthesis of findings tied to a comprehensive analysis of East Santa Clara Street, specifically the

segment between San José City Hall and Coyote Creek that is designated as a future urban village in the Envision San José 2040 General Plan.

This community assessment includes substantive input from the three sectors of the CommUniverCity (CUC) partnership: local community residents, SJSU faculty and students, and staff members in the City of San José Planning Division. The purpose of this assessment is to provide a reliable platform of facts to inform the Planning Division as they undertake the next steps in the urban village planning process for East Santa Clara Street.

Matthew VanOosten and Lesley Xavier of San José's Planning Division provided significant support for this work as did Community Director Imelda Rodriguez who led the CUC project team. Innovative channels of community input included an online forum and public engagement artists. Close collaboration with Rick Gosalvez

from Trimble allowed the student team to manage online input from the East Santa Clara Street community while Mary Rubin, Trena Noval, Robin Lasser, and Genevieve Hastings created neighborhood-specific comment cards to elicit written community feedback. Urban designer Terry Bottomley was instrumental in (and continues to provide) practical expertise and community development experience in land use and urban design.

COMMUNIVERCITY COLLABORATION

Since its inception in 2005, CommUniverCity (CUC) has been strengthening and improving central San José communities by engaging residents and students in service-learning projects that accomplish neighborhood-driven goals. The CUC advances the SJSU mission "to enrich the lives of its students, to transmit knowledge along with the necessary skills for applying it in the service of our society, and to expand the base of knowledge through

research and scholarship.”¹ For its first seven years, CUC focused efforts exclusively in the Five Wounds Brookwood Terrace neighborhood, a San José community with continued successes as a result of the CUC’s work.

Prior to the economic recession of 2009, the City of San José was busily engaged in

an innovative program to collaborate with local neighborhoods through the Strong Neighborhoods Initiative (SNI), funded by the City of San José’s Redevelopment Agency (RDA). This funding enabled neighborhood leaders and residents in over a dozen San José communities to see the tangible results of the planning process. Examples

of positive outcomes included increased neighborhood cohesion, the establishment of Neighborhood Action Centers (NACs), and the completion of action-oriented Neighborhood Improvement Plans. However, with the 2012 dissolution of all Redevelopment Agencies in the State of California as well as the termination of San José’s SNI, city funding and staff support for community improvement plans ceased.

In order to continue advancement of neighborhood-level planning efforts, City planners engaged the CUC partnership for assistance in development of an Urban Village Plan for the East Santa Clara Street community. The graduate student team cultivated productive and positive working relationships with many local residents, business owners, and neighborhood organizations to better understand the “story” of the East Santa Clara Street corridor and surrounding neighborhoods. Figure 1.1 shows the location of the study area, in orange.



Figure 1.1 - Context Map. The East Santa Clara Street Urban Village within Central San José. Illustration prepared by Mariacarla Zazzaro, SJSU urban planning graduate student. Prepared by San José State University Urban and Regional Planning Department.

1.2 East Santa Clara Street Community Assessment Findings

“GOOD BONES” - FOUNDATION FOR THE FUTURE

Examination of the East Santa Clara Street corridor confirms a roadway with “good bones” that can support substantial new investments in alternative modes of transportation along with 850 additional housing units and 800 jobs stipulated in the *General Plan*. The urban village envisioned for the corridor will be configured over time by private development decisions, public investment in major transportation improvements, and significant public input. The East Santa Clara Street Urban Village is expected to transform the corridor from a lackluster and underutilized space within an enviable central San José location into a true neighborhood-serving destination bustling with mobility options and new shopping destinations, and mixed-use structures that accommodate residences and employment. This stretch of East Santa

Clara Street has potential to become the new “Downtown East” district of San José.

ASSET-BASED COMMUNITY DEVELOPMENT - “ A BOTTOM-UP” PLANNING APPROACH

The assessment approach adopted by the graduate student team is termed “asset-based community development” (ABCD) since it places primary emphasis on the identification of existing assets such as institutions, individuals, and partnerships that can shape a community’s future. In all ways, ABCD is a “bottom-up” process that exemplifies the CUC multi-sector partnership approach espoused by the organization. Community challenges and needs such as the entrenched homeless population, gang activity, lack of open space, and graffiti are viewed as only part of the whole “story” of this diverse and vibrant community.

TRIMBLE TERRAFLEX AND TRIMBLE FEEDBACK - INTERACTIVE COMMUNITY ASSESSMENT

In addition to the traditional components of a community assessment such as demographic analysis, photographic surveys, and a review of the regulatory environment shaping central San José, a vital addition to this assessment was the collection of geospatial and qualitative data using innovative methods. An example of a particular method of assessment is a smartphone application called TerraFlex from Sunnyvale-based Trimble Navigation Limited. This app allows the user to document physical conditions and field observations by attaching photographic and descriptive information to geographic data. The collected data can then be converted into detailed maps that were instrumental for use in this report and at two community workshops. Trimble Feedback is another application that provides an online engagement tool where community members can share individual concerns and aspirations in both text and map format as shown in [Figure 1.2](#).

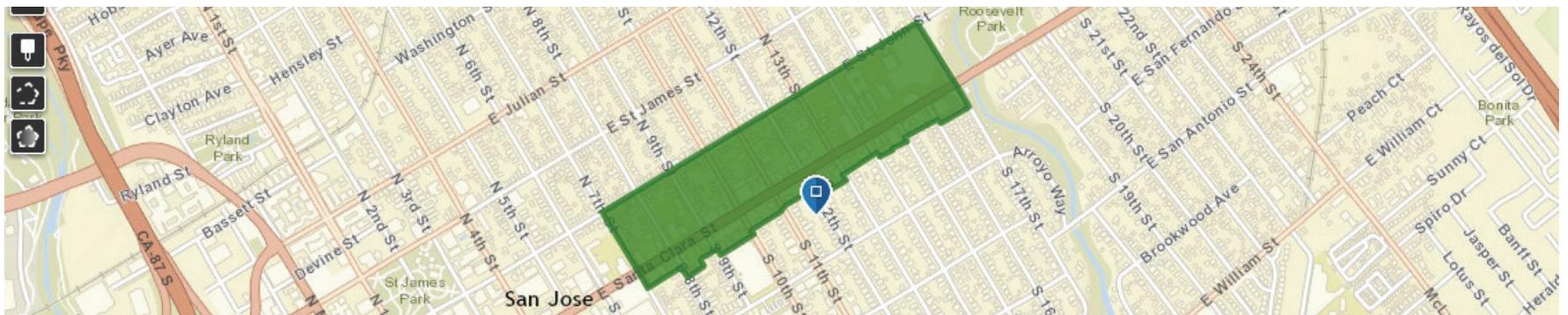


Figure 1.2 - Online Screen Capture. Sample of Trimble Feedback graphic user interface (GUI).

ENGAGEMENT ARTISTS AND VIDEO OF COMMUNITY MEMBERS - MAKING CONNECTIONS

Another innovative aspect of this community assessment was the collaboration with a team of public engagement artists who prepared a series of postcards on which community members could write down thoughts and ideas about dreams for their neighborhood. These methods, along with the production of a video featuring local residents and business owners, and bolstered with extensive interpersonal outreach to the community, yielded strong turnout at four separate neighborhood workshops in November 2014 and April 2015. These workshops offered an opportunity for over 220 participants to contribute their ideas for their community's future urban village.

DRAFT EAST SANTA CLARA STREET URBAN VILLAGE PLAN - NEXT STEPS

The East Santa Clara Street community will play an active role in the planning process for the Draft *Urban Village Plan* continuing through 2015 and most of 2016. Trimble Feedback will be used more heavily as a way for the City to continue monitoring the pulse of the community throughout the planning process. At least two more community workshops will be arranged so that participants can view the planning work in progress, comment on the Draft *East Santa Clara Street Urban Village*

Plan, and contribute ideas for refinement prior to adoption by the City Council.

1.3 City of San José Urban Village Objectives - Purpose of Community Assessment

PLANNING FOR THE FUTURE IN CALIFORNIA - ENVISION SAN JOSÉ 2040 GENERAL PLAN'S ROLE

The *Envision San José 2040 General Plan* identifies the East Santa Clara Street corridor as one of the city's "primary growth corridors" with approximately 850 new residential units and 800 new jobs expected within the 64-acre urban village.

Fostering the development of an urban village will support the goals and implementation of both California State AB32 (Global Warming Solutions Act of 2006) and SB375 (California State Sustainable Communities and Climate Protection Act of 2008) by facilitating the creation of complete communities where many of the jobs and daily service needs of residents and employees are within walking or biking distance.² This development density is necessary in order for growing communities to reduce vehicle miles traveled (VMT) and automobile-related greenhouse gas (GHG) emissions. A mixed-use urban village is San José's planning approach to increasing transit use and to reducing VMT and GHGs by integration of employment, residential, and community-serving uses adjacent to transit services.

PLANNING FOR THE FUTURE IN THE GREATER BAY AREA - REGIONAL COHESION

Furthermore, an urban village in this location is consistent with the Metropolitan Transportation Commission (MTC) and the Association of Bay Area Government (ABAG) FOCUS regional blueprint plan. FOCUS aims, in part, "to promote compact and equitable development that protects and enhances quality of life, and preserves open space and agricultural resources. FOCUS seeks to strengthen existing city centers, locate more housing near existing and future rail stations and quality bus lines, encourage more compact and walkable suburbs, and protect regional open space."³

PLANNING FOR THE FUTURE IN SAN JOSÉ - THE PATH FORWARD

A Bus Rapid Transit (BRT) line, currently under construction along East Santa Clara Street, will provide service from east San José, through Downtown San José to the Diridon Caltrain/Amtrak Station, and ultimately northward to Palo Alto along the El Camino Real. In addition, two Bay Area Rapid Transit (BART) stations are planned in or near the study area as part of the Santa Clara County BART extension. In order to support these transit investments, this primary growth corridor must accommodate higher density development and intensification of land use.

In addition, higher population density is necessary to support neighborhood-serving retail shops and services, including grocery stores, within walkable distances for community residents. The present zoning framework along the corridor will need modification in order to support the high-density residential and mixed-use development necessary to encourage development of multi-modal transportation infrastructure, including pedestrian-friendly streets.⁴

Portions of the community within the East Santa Clara Street study area qualify as economically disadvantaged with some households earning a median income of \$34,434⁵, which qualifies as extremely low-to low-income in the County of Santa Clara for households of one to five persons.⁶ Development of an urban village will leverage previous goals, objectives, and actions of the City's now defunct Strong Neighborhoods Initiative (SNI) planning and implementation efforts within the neighborhoods along this corridor. The primary focus will be to shape private development and public investment in a manner that is consistent with the community's vision.

THE URBAN VILLAGE STRATEGY

San José is the only city in the country with a population over 500,000 and with fewer jobs than employed residents.⁷ As a consequence, many residents of the "bedroom community" of San José commute outside the city by car, thereby increasing congestion and emissions while simultaneously diminishing San José's ability to benefit from employer-based property taxes.

The Envision San José 2040 General Plan contains targets specifying that new residential growth should be focused both in the city's downtown core and within Urban Village areas. *Envision 2040* also requires that Urban Village Plans meet targets for employment and housing growth. Other key requirements include increased building height limits, development densities that permit high-density development, and circulation plans that support all modes of transportation. Finally, *Envision 2040* contains plans for mobility and land use developments that will reduce dependence on automobile use, thereby reducing per capita GHG emissions.

The City of San José Planning Division identified the East Santa Clara Street study area as a location for a "Horizon I" (early implementation) urban village because of its central location and abundant transit connections. Urban villages support "walkable, bicycle-friendly, transit-

oriented, mixed-use settings that provide both housing and jobs, thus supporting the *General Plan's* environmental goals."⁸

Urban village strategies include:

- Foster community engagement within and around the Urban Village focus area during the urban village planning process
- Allow development of mixed residential and commercial land uses
- Create opportunities for property owners to revitalize underutilized properties
- Permit densities that support transit use, bicycling, and walking
- Require high-quality urban design

Boundaries of the East Santa Clara Street Urban Village study area are contiguous with San José's downtown area and overlap with existing commercial areas. This ensures that employment and housing growth is focused in target areas and is not "double-counted" through overlap with other growth areas.

1.4 Historical Overview of East Santa Clara Street Urban Village Study Area

EARLY HISTORY

Since San José's establishment in 1777 as the Pueblo de San José de Guadalupe settlement, the city has evolved in response to changing economic demands. By the time California attained statehood in the mid-nineteenth century, San José was flourishing as a thriving agricultural center,⁹ and took on a new identity as the Valley of Heart's Delight.¹⁰ What is now the East Santa Clara Street Urban Village study area was one of the first developed neighborhoods in the emerging city. In 1847, General Henry Morris Naglee claimed 140 acres of land located east of downtown San José and south of East Santa Clara Street where he built his mansion on what is now the corner of 14th and San Fernando Streets.

San José's next major economic shift began during the second half of the twentieth century as high-tech industries came to replace what were once orchards in a relatively small agricultural community. The city now claims its new title, "Capital of Silicon Valley." As San José changed to meet new market dynamics, agricultural land rapidly urbanized. The nearly 200-year-old agricultural hub of San José boomed in population from 95,000 in the 1950s to over one million today and is expected to grow by an additional 400,000 residents over the next 25 years. Currently, low-density residential developments dominate the landscape, and San José is now the tenth-largest city in the United States.

NEIGHBORHOOD GROWTH

East Santa Clara Street reflects the city's agricultural and commercial evolution, as well as its rich history of urban growth.

As seen in [Figure 1.3](#), the East Santa Clara Street corridor developed during the early 1900s and served as a primary commercial center for the city. During the 1920s, the construction of new single-family housing began to spread beyond existing city limits. In addition, operation of a streetcar line began along Santa Clara Street ([Figure 1.4](#)) extending as far east as Alum Rock Park. By the 1950s, downtown San José enjoyed a brief flourishing as a cultural, civic, and economic hub. Mature Horace Mann and Julian/St. James neighborhoods started to become desirable for light industrial and higher density housing developments.¹¹

Through the 1960s, housing in the area around what is now the San José State University evolved from single-family to higher-density to accommodate an influx of workers and students. Many homes were converted into apartments, boarding homes, fraternities and sororities, group homes, and residential care facilities. From the 1960s through the 1970s, downtown San José followed the trajectory of many other American cities and deteriorated as the middle class was drawn to the allure of the suburbs, shopping malls and office parks beyond the center of town. In 1972, San José State College first became California State University, San José, marking the

attainment of university status, and has been named San José State University (SJSU) since 1974. By the mid-1980s, the San José Redevelopment Agency (RDA) was established with most of its efforts focused on reinvestment in, and redevelopment of, downtown's urban core.¹²

Today, East Santa Clara Street reflects all of this history. Although the corridor is still a major transportation route, and the many historic buildings and landmarks present along the thoroughfare allude to the corridor's commercial past, a business district that once thrived is now struggling and the once strong neighborhood identity has dissipated due to disinvestment and the decentralization of San José. The corridor remains a gateway between downtown San José and the neighborhoods of East San José, and serves the historic downtown neighborhood of Naglee Park as well as the residential neighborhoods of Horace Mann, North Campus, and Julian/St. James.



Figure 1.3 - Historical Photograph. Bird's-eye view of East Santa Clara Street circa 1915 facing east. Courtesy of the former San José Historical Museum (now, History San José).

IMPROVEMENT INITIATIVES, 1970s-2000s

Beginning in the late 1970s, community groups gained momentum for revitalizing and improving downtown San José neighborhoods. They sought to address challenges such as high crime rates, deteriorating residential and commercial properties, and public infrastructure in marginal condition. Community efforts included preparation of the following four reports:

- *University Area Task Force (1979)* - Completed a comprehensive study that analyzed the problems and needs of the University neighborhoods.
- *Campus Environs Report (early 1990s)* - Provided recommendations for improvements to the University and surrounding neighborhoods, including the closure of East San Carlos Street from 4th to 10th Streets.
- *Environs Housing Needs and Feasibility Study (1994)* - Estimated the demand and feasibility of additional housing in the areas surrounding the University.
- *Implementation Strategies for Downtown Housing Report (1996)* - Recommended high quality housing in the University neighborhoods.

Fueled by these efforts, the City implemented programs and actions to further address the deteriorating University-area neighborhood conditions.¹³ In 1997, the East Santa Clara Street

Business District, the South Campus Project Crackdown, and the *Neighborhood Revitalization Strategy (NRS)* were developed to identify, coordinate, and deliver services to the University-area neighborhoods. The Crackdown program was established to deliver aggressive code enforcement, policing, and graffiti abatement, and the Business District sought to improve the business environment along East Santa Clara Street.¹⁴ Through NRS, the 1998 *University Neighborhood Revitalization Plan* for the North Campus, East Campus, South Campus, Paseo and Naglee Park neighborhoods was created.

An alliance between the City and SJSU was further strengthened through the establishment of the Strong Neighborhoods Initiative (SNI) in 2000 and CommUniverCity (CUC) in 2005. The SNI was a partnership between the City, the RDA, residents, and business owners to improve neighborhood conditions, enhance community safety, improve services, and strengthen



Figure 1.4 - Historical Photograph. East Santa Clara Street at 3rd Street, looking west, in 1910. Courtesy of the former San José Historical Museum (now, History San José).

neighborhood associations. The SNI was a two-stage process. The first stage was to select twenty San José neighborhoods that eventually included Horace Mann and Julian/St. James, and work closely with the residents to develop neighborhood improvement plans focusing on the top ten priorities formulated by the community members. The second stage was to bring the plans to life through funding resources from the City, RDA, private investments, and public-private partnerships.¹⁵ When RDA was dissolved in 2012, funding to keep this initiative alive was lost.

The founding of CUC five years into the SNI created the framework for institutions and community organizations to work with the City in giving voice to otherwise underrepresented communities. Through the CUC and the SNI, several community initiatives began to reshape the university neighborhood, such as the Dr. Martin Luther King, Jr. Library. This is the only institution in the country that boasts a joint public and



Figure 1.5 - Historical Photograph. Tower Hall in 1955 at the future San José State University. Courtesy of the former San José Historical Museum (now, History San José).

academic library, evidence of the enduring relationship between the City and the University.¹⁶

CONTEMPORARY PLANNING EFFORTS

The City adopted the *Envision San José 2040 General Plan* in November 2011 with the implementation of Urban Villages as one of twelve major strategies to guide the future redevelopment of San José. The Urban Village strategy represents the City's largest-ever commitment to smart growth, quality urban design, and development of more complete communities that support public transit use, bicycling, and walking.¹⁷

This approach was developed to address expected population growth, to retrofit decades of car-oriented development, and to transform San José from a bedroom community into a city of great places where people can live, work, and play in a localized area without relying on a car for every daily need. The City has identified 70 areas across the City of San José, including the East Santa Clara Street study area, that are suitable for future urban villages.

Visions for this Urban Village include a strong commercial core that integrates development of public transit; high-density housing; improved neighborhood safety and aesthetic appeal; preservation of community character and historic resources; increased open space and green streets; and a return to pedestrian mobility. The East Santa Clara Street Urban Village Plan, when completed in 2016, will build heavily upon the goals and objectives from previously adopted plans within the study area.



Figure 1.6 - Timeline 1990-2014. Projects and Plans with influence or connection to the East Santa Clara Street Urban Village study area in the City of San José. Prepared by San José State University Urban and Regional Planning Department.

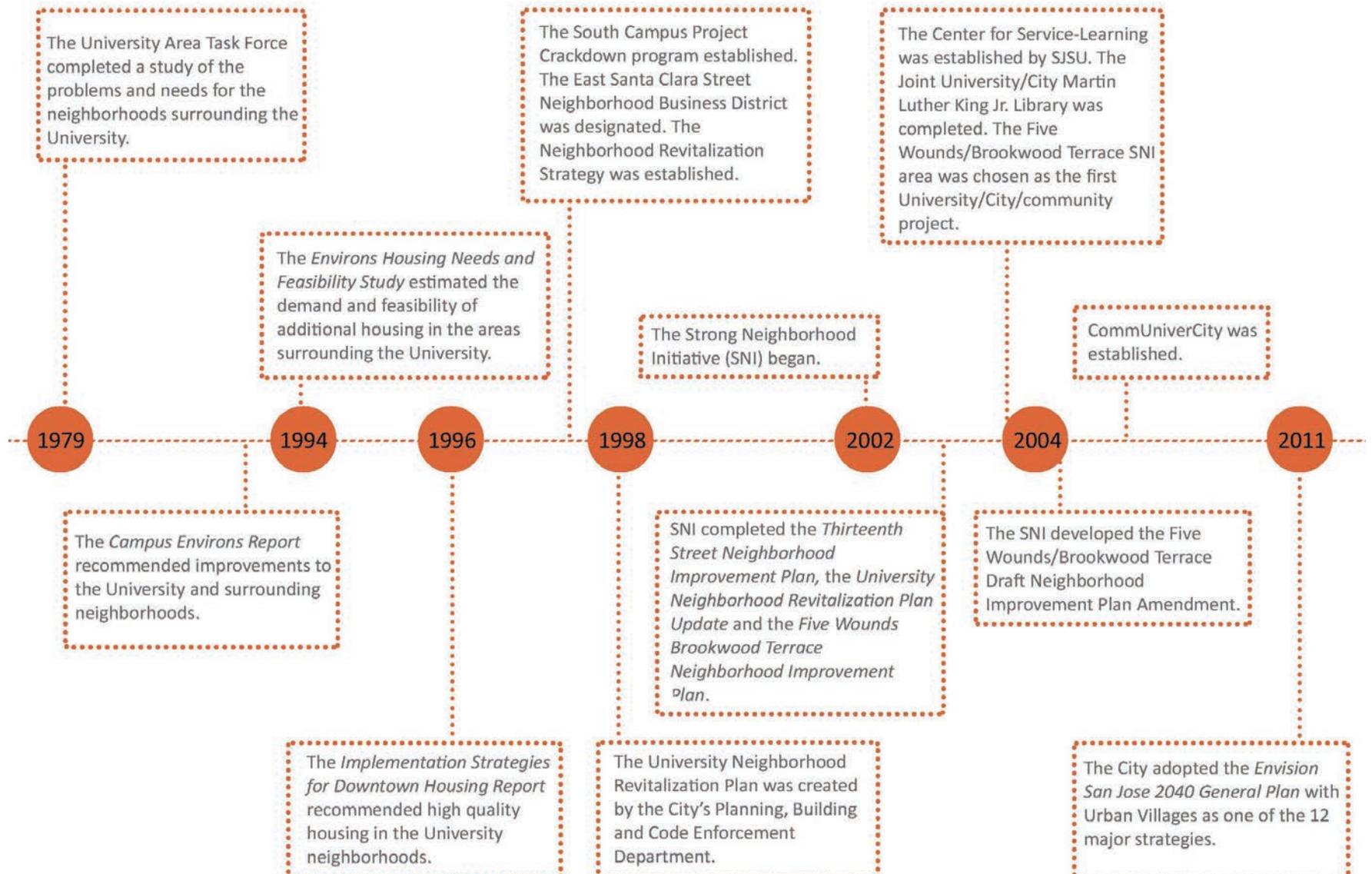


Figure 1.7 - Timeline 1979-2011. Notable events in shaping East Santa Clara Street and the surrounding neighborhoods. Prepared by San José State University Urban and Regional Planning Department

For a full overview of previously adopted plans and policies, examine **Figures 1.6 and 1.7**, Appendix A.

1 City of San José Planning Division, State of California Strategic Growth Council (SGC) Sustainable Communities Planning Grant Application, Proposal Summary Statement (November 2013).

2 Leila Hakimizadeh and Matthew VanOosten, "Urban Villages to Reshape San José," Northern News, November 2014, accessed 4 August 2015, <http://norcalapa.org/wp-content/uploads/2014/10/Urban-Villages-to-reshape-San-Jose.pdf>.

3 Metropolitan Transportation Commission, Smart Growth in the Bay Area, March 18, 2012, accessed August 17, 2014, http://www.mtc.ca.gov/planning/smart_growth/.

4 City of San José Planning Division, State of California Strategic Growth Council (SGC) Sustainable Communities Planning Grant Application, Proposal Summary Statement (November 2013).

5 ESRI Community Analyst 2015.

6 State CDBG's and HOME's Table of 2015 Income Limits, California Department of Housing and Community Development, June 1, 2015, Accessed 15 August 2015, <http://www.hcd.ca.gov/financial-assistance/home-investment-partnerships-program/docs/home-cdbg-income-limits-2015-effective-6-1-2015.pdf>.

7 Envision San José 2040 Key Issues, Envision San José 2040 Context and Key Issues, *Envision San José 2040 General Plan* (November 2011), 65.

8 Urban Village, Glossary, Appendix 1, *Envision San José 2040 General Plan* (November 2011), 11.

9 April Halberstadt, Campus Community Association, Naglee Park History, August 2009, accessed August 2015, www.nagleepark.org/nphistory.html.

10 Archives & Architecture, Heritage Resource

Partners, Historical Context Survey, 13th Street Neighborhoods, National Trust for Historic Preservation, December 2006, 19.

11 Archives & Architecture, Historical Context Survey, 21.

12 Egon Terplan and Jason Su, "Shaping Downtown San José: The Quest to Establish an Urban Center for Silicon Valley," *The Urbanist*, April 4, 2013, accessed August 2015, www.spur.org/publications/article/2013-04-04/shaping-downtown-san-jose.

13 City of San José, Department of Planning, Building and Code Enforcement, Neighborhood Revitalization Plan (1998), 12.

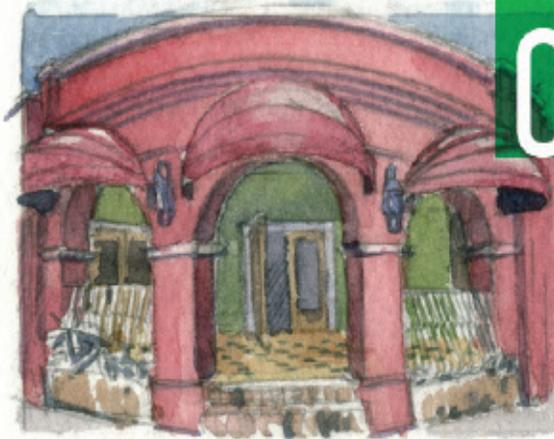
14 City of San José, Department of Planning, Building and Code Enforcement, University Neighborhoods Revitalization Plan Update: Strong Neighborhoods Initiative, with Original Neighborhood Revitalization Plan Attached (May 2002), 12.

15 City of San José, "Strong Neighborhoods Initiative," accessed August 2015, <https://www.sanjoseca.gov/index.aspx?NID=1745>.

16 David P. Redlawsk, and Tom Rice and Associates, *Civic Service: Service Learning with State and Local Government Partners*, (San Francisco, CA: Jossey-Bass, 2009), 46-48.

17 Leila Hakimizadeh and Matthew VanOosten, "Urban Villages to Reshape San José," Northern News, November 2014, accessed 4 August 2015, <http://norcalapa.org/wp-content/uploads/2014/10/Urban-Villages-to-reshape-San-Jose.pdf>.

COMMUNITY





“You can come to my barber shop at lunch time and see 8–9 guys in suits from City Hall, come an hour later to see a bunch of college kids, come an hour later and it’s some guys with dreadlocks getting their hair done. I would like to see the city embrace diversity and help small mom and pop businesses like myself.”

—Dave Diggs, Shop Owner of The Barbers Inc. Barbershop

CHAPTER 2

ASSESSING THE REGULATORY ENVIRONMENT AND LAND USE

Assessment of a community includes understanding the regulations and land use policies that shape the study area. The graduate student teams researched existing zoning codes and General Plan designations within the study area, and documented the transitions between existing land uses.

Introduction

Existing land uses along the East Santa Clara Street corridor provide a visual history of the effects of planning decisions and economic highs and lows over the last half-century. Post World War II, mobility trends favoring the automobile chipped away at much of the traditional pedestrian-oriented urban fabric of the corridor, as evidenced by the number of curb cuts and parking lots. Engaging and active street fronts were replaced by large retail stores set back from their front property lines to accommodate parking, and multi-

family residential buildings were designed to orient their entrances inwards, losing their connection with the public realm of the sidewalk. Remnants of an active commercial core can be found along a few scattered blocks, but much of the corridor's once-consistent vitality has been lost.

The residential areas that the corridor serves have remained relatively intact, especially Naglee Park to the south. One of the oldest subdivisions in San José, Naglee Park is home to a number of architecturally significant buildings. The neighborhood's historic resources are included as part of the Naglee Park Conservation Area, with many buildings qualifying for inclusion in the National Register of Historic Places.¹

The housing stock within Naglee Park is mostly single-family residential. In contrast, the North Campus neighborhood, a two block area to the west of Naglee Park that

extends between East Santa Clara Street and the University, houses a richer mixture of single family homes, multi-family residential, and commercial office space, in addition to parcels zoned for institutional use. The primarily residential Horace Mann and Julian/St. James neighborhoods to the north of East Santa Clara Street offer a great variety of housing types as well, including single-family homes, duplexes, and larger multi-family apartment complexes. Also common in the study area neighborhoods are single-family houses that have been converted into multi-family residences, such as duplexes, triplexes, and fourplexes. Examples of such transformations can be seen in [Figure 2.1](#).

Very few high-density apartments or mixed-use buildings currently exist in the study area, and commercial uses along East Santa Clara Street typically abut residential uses directly.



Figure 2.1 - Single Family Residential Buildings. (Left) An example of a single-family home in the East Santa Clara neighborhood; (Right) A single-family home converted into a multi-family dwelling.

2.1 Zoning Districts and General Plan Designations

The current zoning in the study area consists primarily of General Commercial (GC), Planned Development (PD), and a wide range of low- to high-density residential (R-M, R-1-8); some Commercial Office (CO) and Light Industrial (LI) can also be found. As Figure 2.2 shows, East Santa Clara Street is a largely

commercial corridor surrounded by mostly residential districts. The PD zone is vacant land between 14th and 17th Streets where a medical center is currently being built on a portion of this land. Next to this area is a small LI zone.

Envision 2040 describes East Santa Clara Street as a “Grand Boulevard” that will lead into the downtown core, and is included in

the zoning overlay reserved for the seventy urban villages highlighted in the *General Plan*. The East Santa Clara Street Urban Village boundary extends from 7th Street in the west to Coyote Creek in the east.



Figure 2.2 - Current Zoning Designations. East Santa Clara Street is mostly zoned for commercial uses and is surrounded by varying densities of residential uses. Map prepared by graduate student team; Data from the City of San José, accessed November 2014, <https://www.sanjoseca.gov>.

2.2 Existing Land Uses

As shown in the Existing Land Use Map (Figure 2.3), the character of East Santa Clara Street gradually shifts from primarily commercial land uses in the western portion to services, mainly medical in nature, in the east. The commercial uses in the study area include restaurants, smoke shops, a record store,

and various clothing and other retail stores. Retail services, such as salons and computer repair shops, also dot the study area. Some of these businesses are run by local residents and have been open for decades.

The corridor includes a range of lot sizes, including particularly small lots in the center of the study area between 9th and 10th Streets,

and exceptionally large lots towards the eastern portion. Commercial uses tend to occupy smaller lots while service uses, especially medical service uses, tend to occupy larger parcels. In addition to residential, commercial, and medical services, institutional uses such as schools and churches can also be found within the study area.

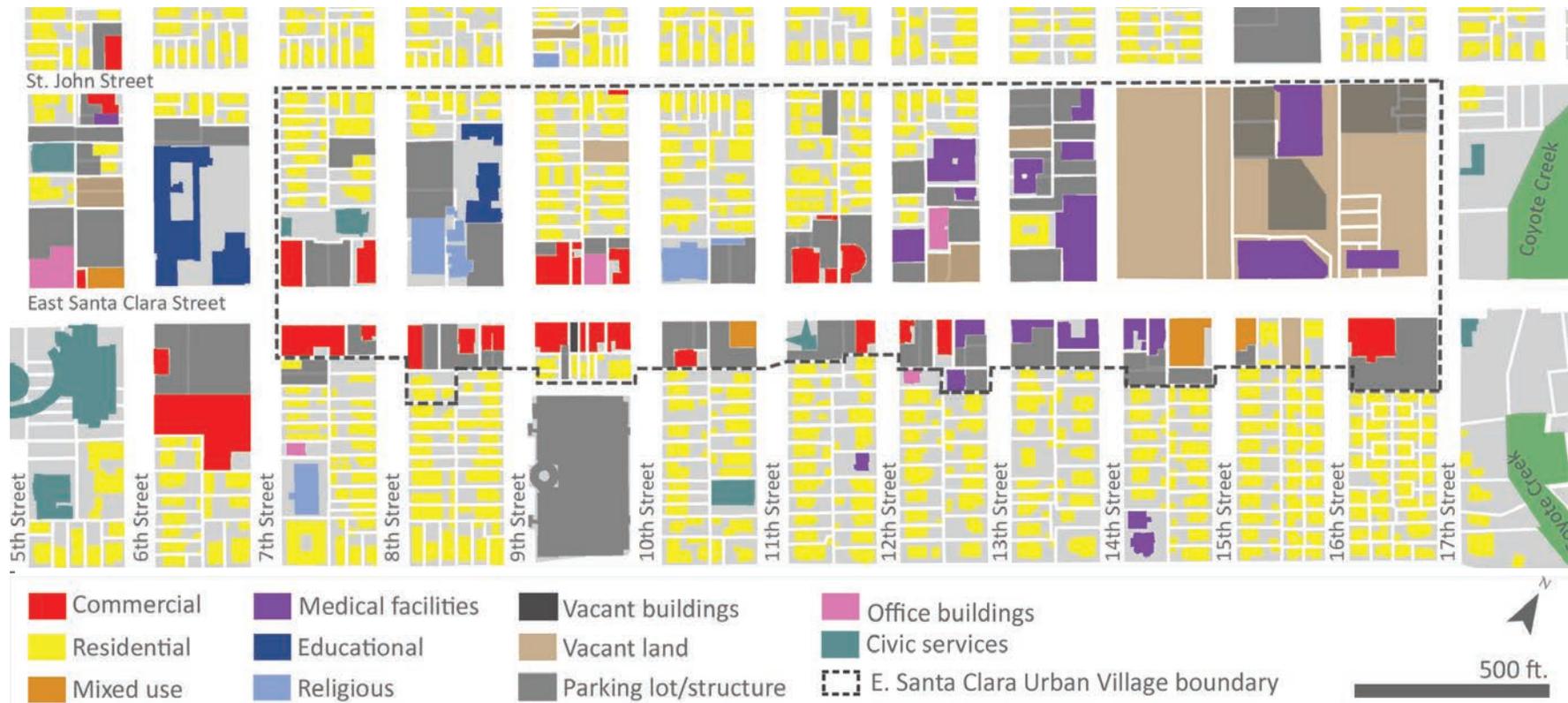


Figure 2.3 - Existing Land Use Map. Along East Santa Clara Street, commercial uses, designated in red, are mostly concentrated from 7th to 12th Streets. Along the remainder of the corridor from 13th to 17th Streets, services are more prevalent, especially medical services (designated in purple). The yellow parcels are residential. Map prepared by graduate student team; Data from the City of San José, accessed November 2014, <https://www.sanjoseca.gov>.

2.3 Parks and Open Spaces

The study area includes little to no parkland or open space for residents, workers, and visitors. As shown in Figure 2.4, many of the open spaces are either parking lots or vacant lands, often secured behind fences. The East Santa Clara Street Farmers' Market helps to activate a portion of this area once

a week during the summer season; this is a small but impactful step towards reclaiming public open spaces within the study area. Additionally, the potential development of the Coyote Creek Trail, which has been a goal for the community since at least 1998, can provide further open and public space for residents, workers, and visitors.²

2.4 Land Use Transitions

Adjacent parcels within the study area that have potentially incompatible land uses provide excellent opportunities for evaluating transitions from commercial land use to residential land use zoning. Within the Urban Village boundary, some transitions from commercial to residential uses can be

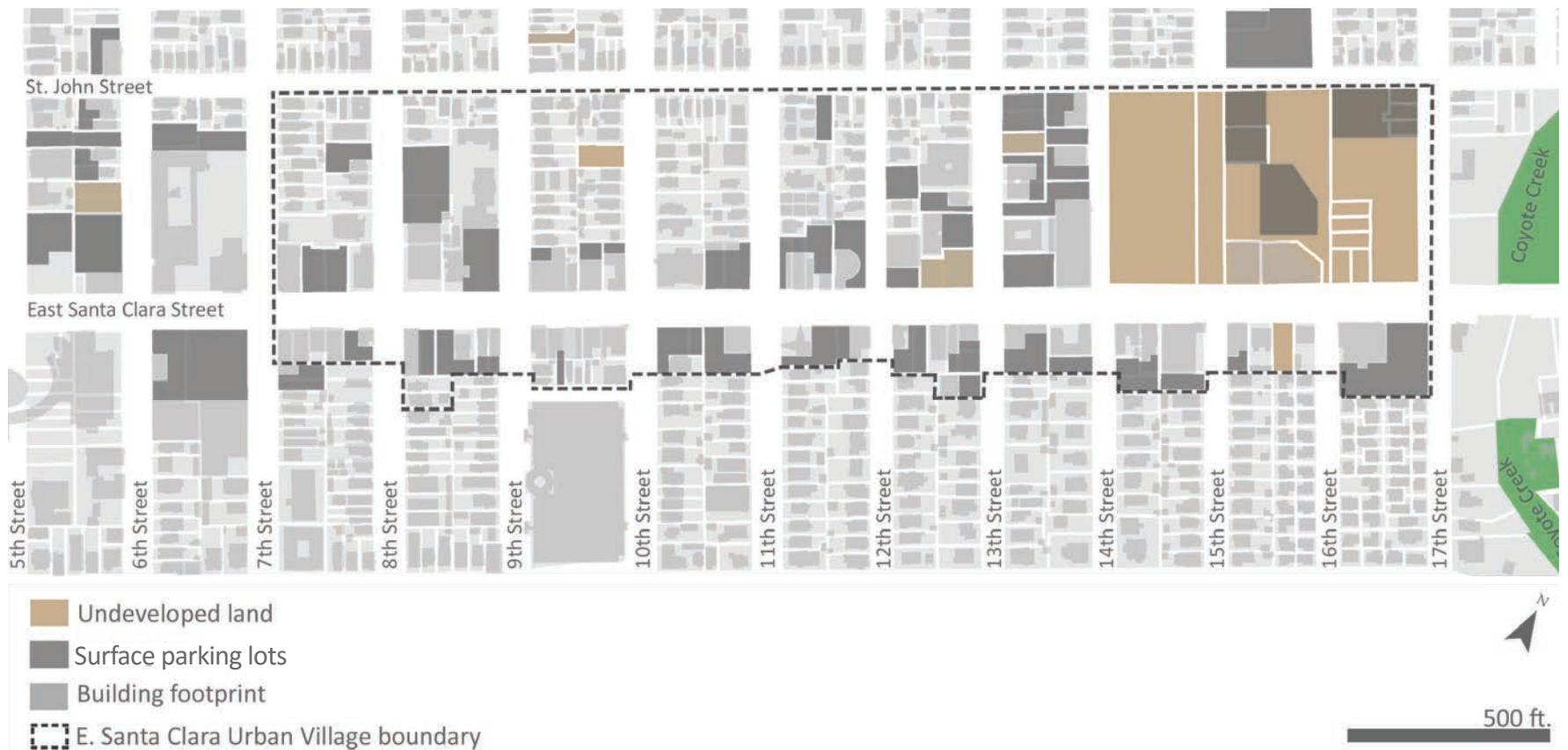


Figure 2.4 - Parking Lots and Vacant Land. This map shows the land in the study area that is currently not built upon. Most of the parking lots are either underutilized or completely fenced with no access. Map prepared by graduate student team; Data from the City of San Jose, accessed November 2014.



Figure 2.5 — Image of Land Use Transition. Sharp interface between a commercial and residential property on 10th Street. Source: Image captured from Google Map Accessed January 2016.

quite jarring. [Figure 2.5](#) shows an example of a severe transition from commercial to residential zoning designations along East Santa Clara Street. In this case, and indicative of many such neighboring parcels along the corridor, a five-foot chain-link fence with some ivy separates a home from the back of a commercial lot.

As the *13th Street Neighborhood Improvement Plan* suggests, all new development within the East Santa Clara Street corridor should be built with consideration for the existing residential buildings.³ Implementation of zoning “buffers,” such as building setbacks and landscaping are inexpensive, yet highly effective, interventions that shield residences from non-residential uses.⁴

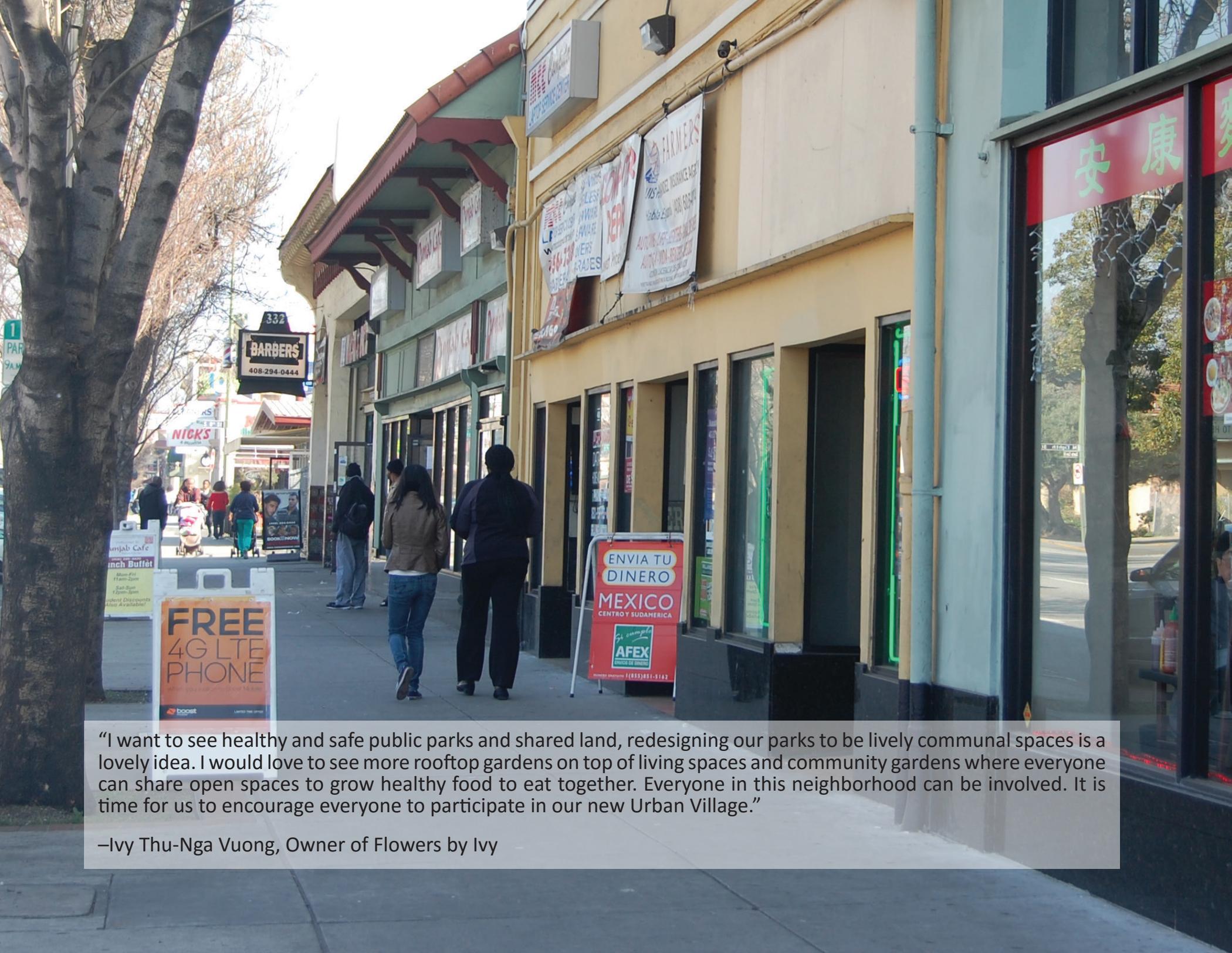
1 City of San José, “Naglee Park Conservation Area,” (Accessed October 27, 2014) <http://www.sanJoseca.gov/index.aspx?NID=2975>

2 City of San José Department of Planning, Building and Code Enforcement, *University Neighborhood Revitalization Plan*, Strong Neighborhoods Initiative, 2002.

3 City of San José Department of Planning, Building and Code Enforcement, *13th Street Neighborhood Improvement Plan: Neighborhood Improvement Plan*, Strong Neighborhoods Initiative, 2002.

4 American Planning Association, “Zoning Buffers: Solution or Panacea?,” accessed November 3, 2014, <https://www.planning.org/pas/at60/report133.htm>.





“I want to see healthy and safe public parks and shared land, redesigning our parks to be lively communal spaces is a lovely idea. I would love to see more rooftop gardens on top of living spaces and community gardens where everyone can share open spaces to grow healthy food to eat together. Everyone in this neighborhood can be involved. It is time for us to encourage everyone to participate in our new Urban Village.”

–Ivy Thu-Nga Vuong, Owner of Flowers by Ivy

CHAPTER 3

ASSESSING PEOPLE AND INSTITUTIONS

People are what create a community and invigorate a physical space. Residents influence the character of a neighborhood, form the backbone of the business community, and shape the vision for future generations. The SJSU graduate student assessment teams sought to capture the voices of the community and to acknowledge the numerous stakeholders within the urban village study area.

Introduction

This chapter details the demographic characteristics of the Naglee Park neighborhood to the south of East Santa Clara Street, the Horace Mann neighborhood to the north and west of the corridor, and the Julian/St. James Park neighborhood to the north and east. For the purposes of this report, the Horace Mann and Julian/St. James Park neighborhoods are studied jointly, due to shared architectural style, close geographic proximity, and somewhat similar demographics.

This chapter also includes an overview of population, income, and housing trends and provides considerations of people experiencing homelessness in the study area. **Figure 3.1** displays the primary stakeholders within the study area that

have been identified from interviews, adopted planning documents, and research conducted during the course of the East Santa Clara Street Urban Village assessment process.

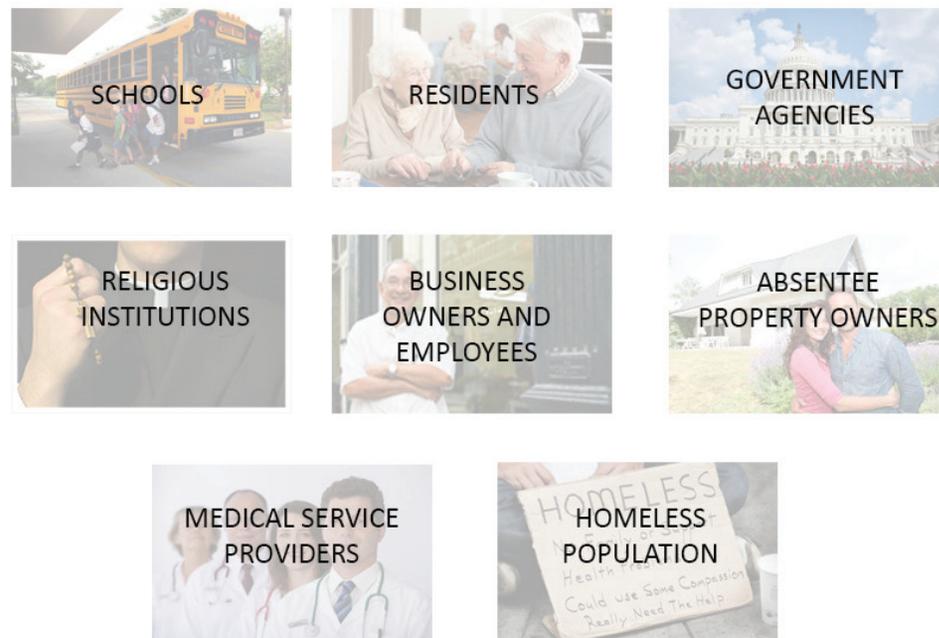


Figure 3.1 - Primary Stakeholder Groups in the Study Area.

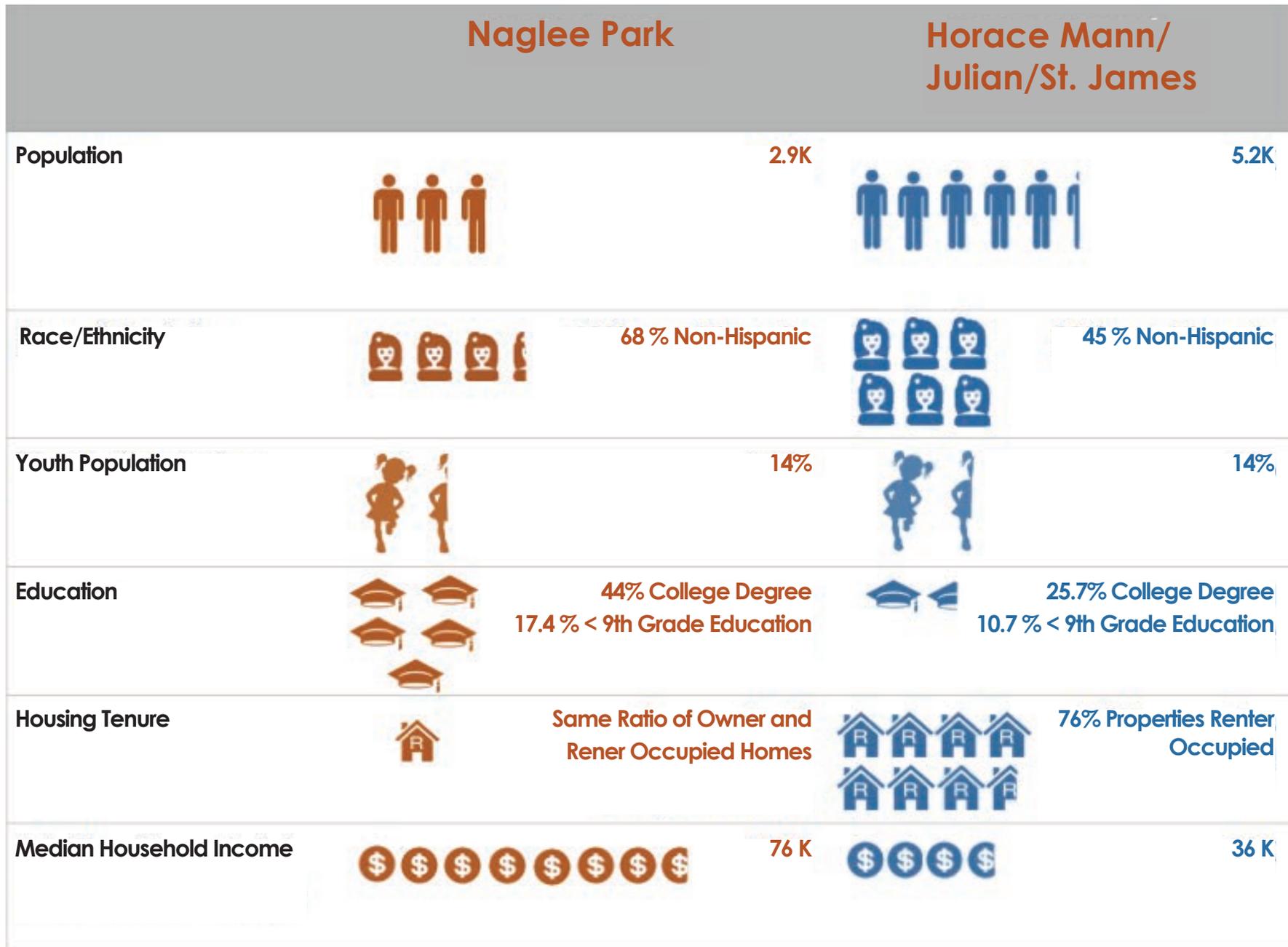


Figure 3.2 – Demographic Summary for Study Area. A descriptive comparison of demographic data for Naglee Park and the Horace Mann and Julian/St James neighborhoods.

3.1 Community Profile

MEDIAN HOUSEHOLD INCOME

The neighborhoods bordering the East Santa Clara Street corridor are diverse in population, ethnicity, educational attainment, and income. On average, Naglee Park is a wealthier neighborhood than Horace Mann and Julian/St. James, and is marked by higher levels of educational achievement and home ownership. **Figure 3.2** summarizes demographics within the study area. Appendix B provides detailed charts and maps to support this demographic summary.

Median household incomes differ markedly between the neighborhoods to the north and to the south of East Santa Clara Street. In 2015, the median household income for Naglee Park is \$60,288.¹ By comparison, the median household income for the Horace Mann and Julian/St. James neighborhoods is \$34,434. Although the median household income for Naglee Park is nearly double that of the Horace Mann and Julian/St. James neighborhoods, both are lower than the citywide average of \$86,753.²

Figure 3.3 illustrates income differences on either side of E. Santa Clara street at the census block group level.

According to the U.S. 2010 Census, 12.6 percent of residents in the City of San José live below the federal poverty level. Naglee Park ranges from 12.5 to 19.9 percent,

while the Horace Mann and Julian/St. James neighborhoods have 20 percent of their residents living below poverty level.³

POPULATION

The population of the Naglee Park neighborhood and the Horace Mann and Julian/St. James neighborhoods are estimated to be 6,092 and 5,437 respectively.⁴ The Naglee Park neighborhood, which encompasses 0.43 square miles, has a population density of approximately 13,261/square mile, and its 0.41 square mile counterpart north of the corridor has a population density of 14,167/square mile.

RACE/ETHNICITY

According to 2015 ESRI Community Analyst data, 54.7 percent of Horace Mann and Julian/St. James residents classify themselves as Hispanic, while 32.3 percent of Naglee Park do so. Citywide, 33.2 percent of residents are Hispanic or Latino (of any race). Both neighborhoods within the study area have similar percentages of white residents, which also mirrors the citywide average of 43 percent. The percentage of Asian residents within the study area is roughly half that of San José's citywide average of 32 percent. The African American and Pacific Islander population in both neighborhoods is negligible (3.2 percent and 0.4 percent citywide respectively).

AGE

Residents of the Horace Mann and Julian/St. James neighborhoods have a median age of 35 years, and the Naglee Park residents reflect a median age of 29 years.

EDUCATIONAL ATTAINMENT

Approximately 17.6 percent of Horace Mann and Julian/St. James residents have earned a Bachelor's degree, and 8.1 percent have earned a Graduate/Professional degree. In Naglee Park, 26 percent of residents have obtained a four-year degree, and 18.3 percent have earned a Graduate/Professional degree. Of note, adults 25 years and older with less than a 9th grade education level comprise 17.4 percent of the Horace Mann and Julian/St. James population and 10.7 percent of the Naglee Park population.

HOUSING TENURE

According to 2015 ESRI Community Analyst data, 39.6 percent of housing units within the Naglee Park neighborhood are owner occupied, and 60.4 percent are renter occupied. By comparison, 18.9 percent of housing units within the Horace Mann and Julian/St. James neighborhoods are owner occupied, and 74.5 percent are renter occupied. In other words, the Naglee Park neighborhood has nearly twice as many owner occupied housing units.⁶ Citywide, 58.5 percent of residents own their home and 41.5 percent are renters.

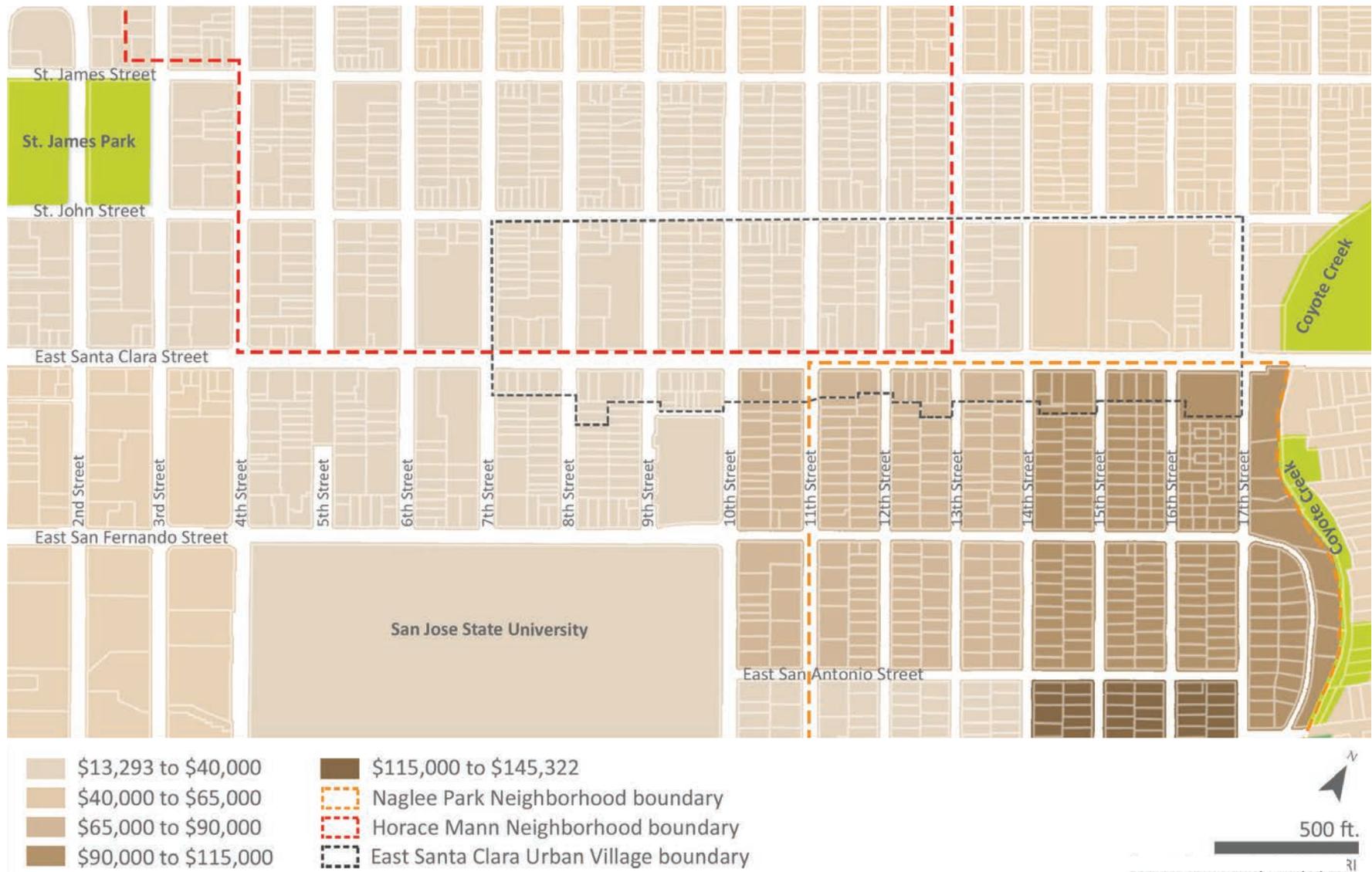


Figure 3.3 –2010 Median Household Income Map by Census Block Group. Distribution of median household income in Naglee Park and Horace Mann/Julian/St. James neighborhoods. Median Income data from the US Census Bureau, accessed November 2014, [https:// www.census.gov](https://www.census.gov).

3.2 Voices of East Santa Clara Street – Stakeholder Analysis

As part of the community assessment, we documented many organizations and types of businesses, including governmental agencies, non-profit organizations, educational institutions, neighborhood associations and community centers, theater and arts organizations, faith-based organizations, health and medical businesses, and an assortment of small businesses. To learn about these groups, the graduate student team gathered comments online, attended community meetings, conducted public workshops, and engaged in informal conversations with many people in the neighborhood.

RESIDENTS

The local residents are the true experts in their community's affairs and will be the greatest beneficiaries of any urban village-related improvements over time. As reflected in their neighborhood associations and institutions, residents play a critical role in the political and economic processes of their home community since they possess invaluable knowledge of the neighborhoods surrounding East Santa Clara Street.

NEIGHBORHOOD ASSOCIATIONS

A close look at the neighborhoods of East Santa Clara Street reveals a civically-engaged and highly organized population, boasting the following active groups:

- The Community Leadership Council
- East Santa Clara Street Business Association
- 13th Street Neighborhood Advisory Committee
- Horace Mann Neighborhood Association
- Naglee Park/Campus Community Association
- South University Neighborhood Association

BUSINESS OWNERS AND EMPLOYEES

There are close to 200 small businesses within the study area, many of which belong to the East Santa Clara Street Business Association. Businesses have a high interest in changes to the corridor, and can have a significant influence when acting through their association. Since many of their storefronts face onto East Santa Clara Street, the future shape and form of the corridor will have a direct impact on their operations.

The Urban Village, if fully realized as envisioned and shaped by community

input, will offer great promise for economic revitalization along East Santa Clara Street. Since *Envision 2040* anticipates approximately 850 new residential units and 800 new jobs within the 64-acre urban village, business owners, both existing and new, will presumably benefit greatly from new people and employment opportunities.

ABSENTEE PROPERTY OWNERS

Absentee property owners are also stakeholders in the urban village planning process due to concerns about potential impacts the urban village would have on property values.

GOVERNMENT AGENCIES

Three prominent government buildings are located near the study area, providing access to valuable resources and support services: City Hall, San José Firefighters Local 230, and Roosevelt Community/Youth Center. The City of San José is a key stakeholder in the planning process for the East Santa Clara Street Urban Village, as is the County of Santa Clara, which owns approximately 13 acres of land near the eastern edge of the corridor, from 13th to 17th Streets.

Other government agencies with a vested interest in the East Santa Clara Street Urban Village include Bay Area Rapid Transit (BART), Santa Clara Valley Transportation Authority (VTA), and the San José Department

of Transportation (DOT). The San José DOT provides direction for street design, traffic capacity, signalization, and bicycle infrastructure needs within the corridor.

SCHOOLS

Seven educational institutions in or near the study area provide a range of educational activities and community events for residents and community members. One of the more influential educational institutions is San José State University with a student body of over 32,000 undergraduate and graduate students. Others include Horace Mann Elementary School, Bay Area College of Nursing, Saint Patrick's Parochial School, Cristo Rey San Jose Jesuit High School, Technical Training and Learning College, and Charis Bible College. There are two elementary schools in the planning area, Horace Mann Elementary and St. Patrick Parochial School, with a student enrollment of 614 and 260, respectively.⁷ Since student populations come from the local community, their interest in the project would be high, given potential development impacts, such as increased enrollments and traffic.

RELIGIOUS INSTITUTIONS

There are three faith-based organizations that provide religious services for the diverse communities: Our Lady of La Vang Parish serves the Vietnamese Catholic community, Church of Christ serves the

Christian community, and Trinity Cathedral serves the Catholic community.

Our Lady of La Vang Parish Cathedral and a small Buddhist temple located on St. James Street (between 6th and 7th Streets) are likely to have a modest level of interest in the urban village planning process. Evolution of the corridor with many new households could alter the travel and mobility of parishioners visiting these institutions as the transportation network and parking are adapted.

MEDICAL SERVICE PROVIDERS

Medical service providers are another significant stakeholder within the study area, and include numerous small medical and dental offices, pharmacies, the Gardner Downtown Health Center, and the downtown urgent care clinic under construction at 17th Street.

PEOPLE EXPERIENCING HOMELESSNESS

San José is located in the heart of Silicon Valley, a center of both great affluence and technological innovation. The area is also characterized by significant socioeconomic disparity, evident in the number of people experiencing homelessness in the city. According to the 2013 Homeless Point-in-Time Census and Survey, the City of San José has more than 12,055 homeless residents. Of these individuals, 46 percent live in encampments, streets, or parks, while 30 percent live in shelters.⁸ Social service agencies provide

resources for homeless individuals in the immediate and surrounding neighborhoods.

Like much of central San José, the East Santa Clara Urban Village study area struggles with physical and social conditions related to homelessness. Within the study area, homeless persons sit and sleep on both public and private properties, including sidewalks, vacant lots, and spaces around shops. The availability of twenty-four hour transit along the corridor also offers bus service to individuals who are seeking a relatively safe place to sleep. Many residents and business owners have struggled to find a solution to trespassing on their properties. Because a warrant is required to confront individuals on seemingly open or quasi-public properties, such as churches, parking lots, or private buildings, homeless persons seek respite in vacant parking lots and other easily accessible areas.⁹

1 ESRI, "Community Analyst." Accessed August 12, 2015, <http://www.esri.com/software/arcgis/community-analyst>.

2 ESRI, "Community Analyst." Accessed August 12, 2015, <http://www.esri.com/software/arcgis/community-analyst>.

3 US Census Bureau, Census 2010 Summary Profile. Accessed October 15, 2014. <http://www.census.gov>.

4 ESRI, "Community Analyst." Accessed August 12, 2015, <http://www.esri.com/software/arcgis/community-analyst>.

5 ESRI, "Community Analyst." Accessed August 12, 2015, <http://www.esri.com/software/arcgis/community-analyst>.

6 ESRI, "Community Analyst." Accessed August 12, 2015, <http://www.esri.com/software/arcgis/community-analyst>.

7 2013-14 Private School Affidavit Data - Schools with Enrollment of Six or More Students, August 5, 2014.

8 City of San José, 2013 Homeless Point-in-Time Census & Survey Jurisdictional Report, Watsonville, CA: Applied Survey Research, 2013.

9 Shannon McDonald, "Interview with member of the Homeless Response Team," Phone Interview in San José, October 24, 2014.





“I want more neighbors; there is too much vacant space in the neighborhood.”

–Joe Pambianco, Resident

CHAPTER 4

ASSESSING URBAN FORM AND COMMUNITY IDENTITY

East Santa Clara Street holds enormous potential to be a dynamic downtown neighborhood with its own distinct identity. That said, several factors are currently inhibiting the walkability and enjoyment of the corridor. The street suffers a dearth of neighborhood destinations and the area is often characterized by inadequate lighting, insufficient greenery and open space, and lack of aesthetic appeal. To explore these topics, the graduate students set out to inventory the area's existing urban form and contributors to community identity.

Introduction

Although much of East Santa Clara Street's commercial allure has faded since its 1950's heyday, the thoroughfare remains home to architectural landmarks and community treasures, as well as artistic elements that add playful touches to the streetscape and hint at the area's underlying identity. Assets

such as historic buildings, neighborhood landmarks, locally owned businesses, decorative signage, and community works of art all play a part in the "story" of East Santa Clara Street. Further support and development of these assets will help the area become a "great place."

This chapter describes the in-depth assessment of numerous urban form elements in the study area. It is important to note at the outset that most components of the data collection process required subjective analysis. For example, many features of the community were assessed for perceived condition (e.g. poor, average, or excellent condition).

Figure 4.1 shows an example of a smartphone-based TerraFlex form used for data collection. Urban form elements assessed include:

- Historic Resources
- Contributors to Unique Neighborhood Identity
- Street Trees/Greenery
- Pedestrian Infrastructure
- Transportation and Mobility
- Edge Effects and Transitions - Connecting Commercial to Residential
- Neighborhood Challenges
- Opportunity Sites - Tomorrow's Destinations

This chapter also features quotations from participants interviewed by the graduate student research team in fall 2014 and spring 2015.

4.1 Historic Resources

“Historic residences should be preserved.”
Resident of San José

East Santa Clara Street is home to numerous architectural styles and building types. During the assessment process, many community members spoke proudly of the beautiful Victorian homes and architecturally-interesting storefronts in the area, while also lamenting that many of these structures have fallen into a state of neglect and disrepair. This underscores the community’s support for beautification and preservation of the corridor’s historic buildings and resources. Figure 4.2 depicts the location of varying building types along the corridor, including Art Deco, Craftsman, Garden, Mission, Modern, Pre-War Retail, and Stick.

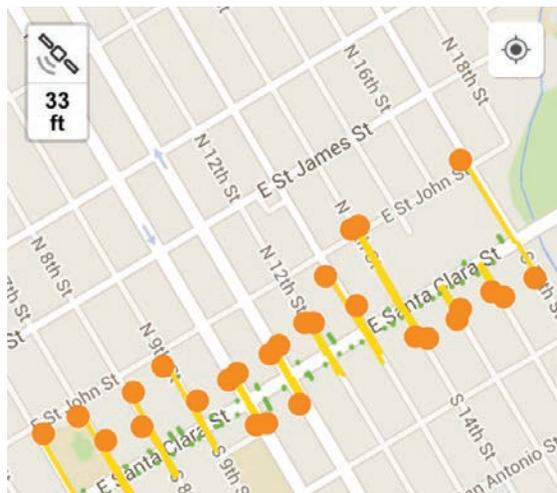


Figure 4.1 – Image of map in TerraFlex, as seen on data collection team’s smartphones.

Visually distinct buildings and architectural landmarks such as those featured in Figure 4.3 greatly contribute to the community’s sense of place and neighborhood identity. Historical sites provide visually distinct streetscapes, promote a vibrant mixture of new and old buildings, encourage pedestrian activity along the corridor, and foster a sense of pride and ownership within the community.

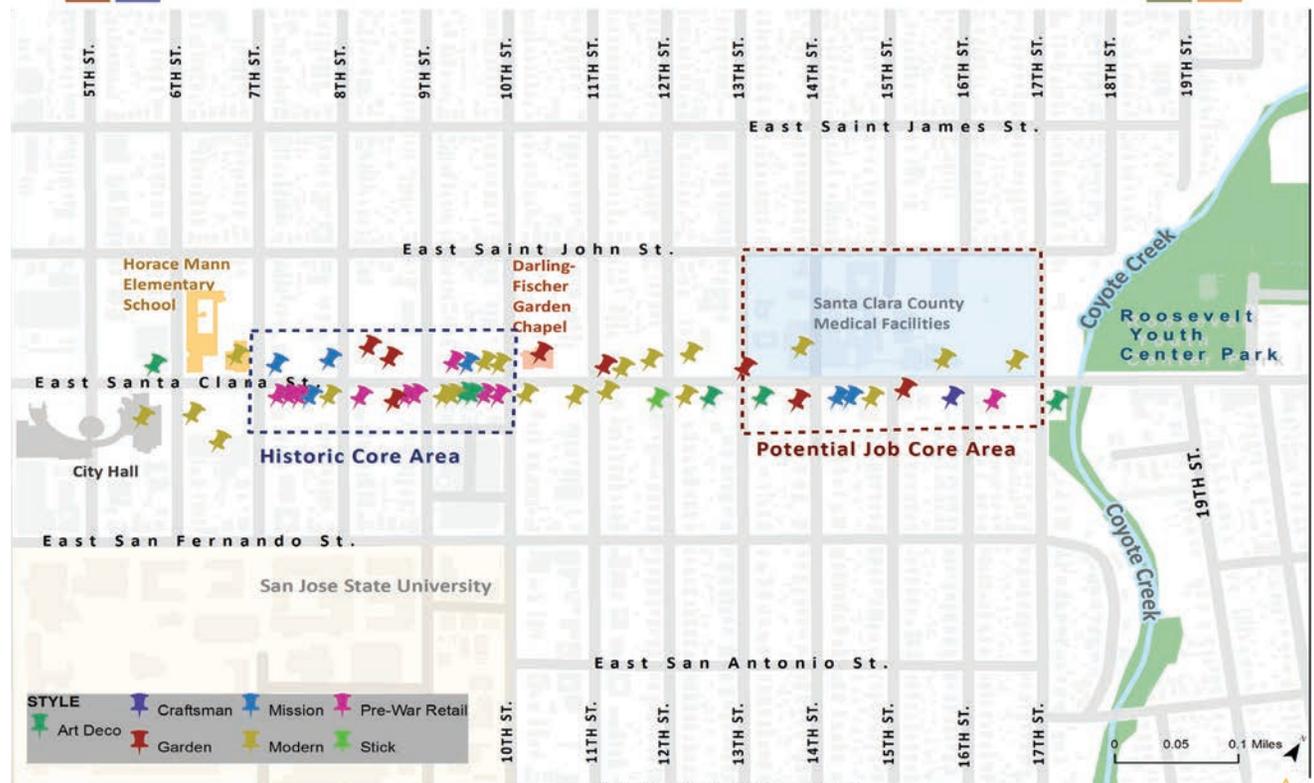


Figure 4.2 – Architectural Styles of East Santa Clara Street. Depicts the various building types along the corridor.



Figure 4.3 – Architectural Landmarks and Characteristics of East Santa Clara Street. A graphic depiction of neighborhood buildings and characteristics within the study area. Map by Blair Lee of Fall 2014 Urban Design Studio, San Jose State University.



Figure 4.4 – St. Patrick’s Parochial School. *In 1925 the first parochial school established in San Jose inhabited the Gothic Revival structure built prior to 1901.*



Figure 4.5 – Tommie Smith Residence. *Tommie Smith lived at 55 N. 11th Street as he won gold in the 1968 Summer Olympics.*

The City of San José has made it a priority to preserve historic landmarks and districts; in fact, San José’s Municipal Code states that such preservation will, “ensure the harmonious, orderly and efficient growth and development of the municipality.” Several historic landmarks and structures over a century old stand within the East Santa Clara Street Urban Village boundary and vicinity, reflecting the area’s rich history. Prominent landmarks include St. Patrick’s School (See [Figure 4.4](#)), located on North 9th Street, and the Tommie Smith Residence on North 11th Street (See [Figure 4.5](#)), home of the San José State alumnus who gained fame after winning the gold medal for the 200-meter dash at the 1968 Olympics, and for showing his support for the Civil Rights Movement with a Black Power salute at the medal ceremony.



Figure 4.6 - Former IBM Building. *The original building (now Building 800) for IBM operations on the west coast (<http://www.preservation.org/newsletters/fall2008>, accessed November 4th, 2014).*

Other non-designated historic structures in proximity to East Santa Clara Street showcase the city's diversity of architectural styles and land uses. For example, located at East St. John and North 16th Streets is Building 800, the first IBM manufacturing operation on the West Coast of the United States. This facility opened in 1943 as a punchcard operation and remained functional until 1960. The City of San José prevented its demolition in 2008, honoring the building as an icon that grounds the city's identity as the Capital of Silicon Valley. See [Figure 4.6](#).

Licursi's Barbershop located at 421 East Santa Clara Street ([Figure 4.7](#)), and the Darling Fischer Mortuary located at 471 East Santa Clara Street ([Figure 4.8](#)) provide further examples of the corridor's architectural abundance.



Figure 4.8 – Image of the Darling Fischer Mortuary. *One of many examples of the various architectural styles found along the corridor.*



Figure 4.7- Image of Licursi's Barbershop. *The local barbershop is an icon of the neighborhood.*

The historic landmarks and structures shown in **Figure 4.9** were identified using three methods. First, all historic landmarks registered at the City, State, or National levels within the study area and roughly 500 feet distant were selected for description and highlighting. Second, any existing structures in the study area that were included in the 1973 *San José Visual Inventory of Historic Sites* were also included for analysis. Third, individual sites not officially designated or analyzed in the 1973 inventory but highlighted by City of San José staff were also included within this analysis.

During July 2015, an additional assessment of historic buildings was performed within the study area to provide a listing of potential candidates for inclusion or removal from the City of San José’s current Historic Resources Inventory. Using the TerraFlex app, buildings within the study area were assessed using three criteria: age, integrity, and significance.

- **Age:** Buildings within the study area that are at least 50 years old (younger buildings may qualify if determined to be significant to archaeologists, architectural historians, or community members)

- **Integrity:** Buildings within the study area that have remained relatively unchanged, and have retained physical/architectural integrity

- **Significance:** Buildings within the study area with historical significance due to 1) type of building or architectural style 2) connection to historical figures or events, or 3) potential to provide architectural or archaeological insight into the past.

Buildings that sufficiently met the aforementioned criteria were documented as “Potential Historic Buildings”. Buildings



Figure 4.9 - Historic Landmarks Map. *Sampling of Historic Landmarks and Notable Structures near the Urban Village boundary.*

currently on the Historic Resources Inventory that were determined to insufficiently meet the criteria were recommended for removal from the list.

Located between East Saint James and East Santa Clara Streets are 52 potential candidates for inclusion in the Historic Resources Inventory, as shown in **Figure 4.10**. To the south of East Santa Clara Street, where many buildings are already

designated as historic, four buildings are recommended for removal from the inventory.

4.2 Contributors to Unique Neighborhood Identity

The built environment frames the context of a community, revealing its distinct neighborhood character and charm. Local destinations and neighborhood identifiers such as street banners and public art draw people to the streets and help foster a more vibrant community.



Figure 4.10 – Historic Sites within the East Santa Clara Street Urban Village. Potential Historic buildings are shown in black, and buildings recommended for removal from the Historic Resources Inventory are shown in red. (July 2015)

DESTINATIONS - PLACES TO GO AND PATHS TO GET THERE

"I would like to see more coffee shops and bookstores with people walking around."
Resident of San José

One measure of an area's appeal is its quantity and proximity to desirable destinations. For example, a street that offers a resident an attractive restaurant, a trusted hairdresser, and a local convenience store, provides greater appeal than a street with fewer destination options, particularly for those traveling by foot.

Community members frequently expressed a strong desire for more "third places" along the corridor – places where people can meet and relax between work and home, such as coffeehouses or cafés. See [Figure 4.11](#) for a hypothetical example of such a place, at East Santa Clara and 9th Streets with the addition of a parklet, public seating, and community art.

During the assessment period, all current "destinations" along East Santa Clara Street between 6th and 17th Streets were documented. This report defines a "destination" as any operating business along the corridor at the time of data collection (March 2015).

Although East Santa Clara Street is zoned for mixed land uses, it is currently dominated by commercial establishments

with very little housing. At present, 33 percent of all businesses along the corridor are service-related, including nail and hair salons, telephone or check-cashing establishments, and entertainment-related businesses. Twenty-one percent of all businesses are restaurants or food-related. Both restaurants and service-related businesses are located predominantly on the western end of the corridor, which is most proximate to City Hall and the SJSU campus.

Medical facilities and offices dominate the eastern end of the corridor, comprising 17 percent of the total businesses along East Santa Clara Street. The prevalence of medical facilities and office spaces leaves little room for "destinations" in the eastern section of the corridor after business hours. For this reason, residents often reported feeling unsafe walking in this area at night. Retail shops comprise nine percent of destinations along the corridor and represent a wide range of uses, from flower shops and vintage boutiques to smoke shops and massage parlors. The



Figure 4.11 – Strengthening Neighborhood Identity & Corridor Reactivation. Image depicts hypothetical neighborhood strengthening elements along East Santa Clara and 9th St. Image by Wendy Lao of Fall 2014 Urban Design Studio, San Jose State University.

greatest concentration of retail activity is located between Ninth and Tenth streets. In the interviews, many residents pointed to this block as being a particular favorite; the adjoining storefronts appear to arouse interest from passing pedestrians.

Figure 4.12 reveals that the only block along East Santa Clara Street where both sides of the street are activated with pedestrian-accessible locations is the block referenced

positively by residents between 9th and 10th Streets.

Churches also comprise a small but important component of the East Santa Clara Street corridor. In the case of Our Lady of La Vang Parish, interviews with many members reveal that most churchgoers commute from outside of the neighborhood. Availability of additional destinations could enliven the corridor on a Sunday afternoon, inviting

families to patronize businesses in the neighborhood rather than getting back into their cars immediately after religious service.

4.3 The Future “Downtown East” - Neighborhood Identifiers

Design and aesthetic elements that distinguish this study area from surrounding neighborhoods include street banners and neighborhood signs, building façades and



Figure 4.12 - Map of Pedestrian Accessibility. Analysis of pedestrian destinations based on pedestrian friendly access measures.

public art, and signs and advertisements. Following is an assessment of existing symbols of neighborhood identity along East Santa Clara Street.

STREET BANNERS AND NEIGHBORHOOD ENTRANCE SIGNS

“Can you read that faded street sign? I can’t.” Resident of San José

Light pole banners are concentrated between 6th and 10th Streets, and between 14th and 17th Streets (near the County Medical site and VTA construction sites). All banners extend toward the street. See [Figure 4.13](#). Two neighborhood entrance signs were identified, each displaying an imprint of the street names.

BUILDING FAÇADES AND PUBLIC ART

“Let’s have muralists cover walls with art!”
Resident of San José

The study area is distinguished by brightly painted buildings, unique tiled façades, and artistic elements, which add charm and aesthetic appeal to the corridor, and encourage celebration of the unique cultural heritage of the community. Assessment of building façades was focused on non-residential buildings, since these are the buildings with which people would most likely interact in the public sphere. Along the corridor between 7th and 17th Streets,

42 building façades were examined. Eleven have brightly painted façades and twelve buildings display decorative tiling. See [Figure 4.14](#).

Public art was also photographed and counted along East Santa Clara Street. Six works of art were identified along the corridor, all of which are categorized as “structural art.” See [Figure 4.15](#) for an example. These elements are scattered throughout the corridor, with no discernable pattern to their placement. The

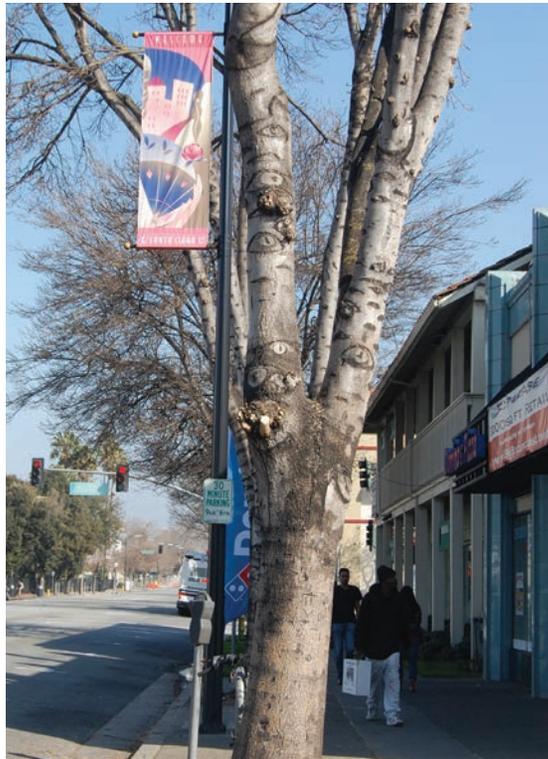


Figure 4.13 – Light Pole Banner. Street Banner Along East Santa Clara Street.

majority of the art elements are decorated utility boxes that range in condition from “average” to “excellent”, using the three-tiered subjective scale of poor, average, and excellent.

SIGNS AND ADVERTISEMENTS

“Unrestrained commercial signage can be ugly.” Resident of San José

The abundant signs in the study area are predominantly traffic directives or business

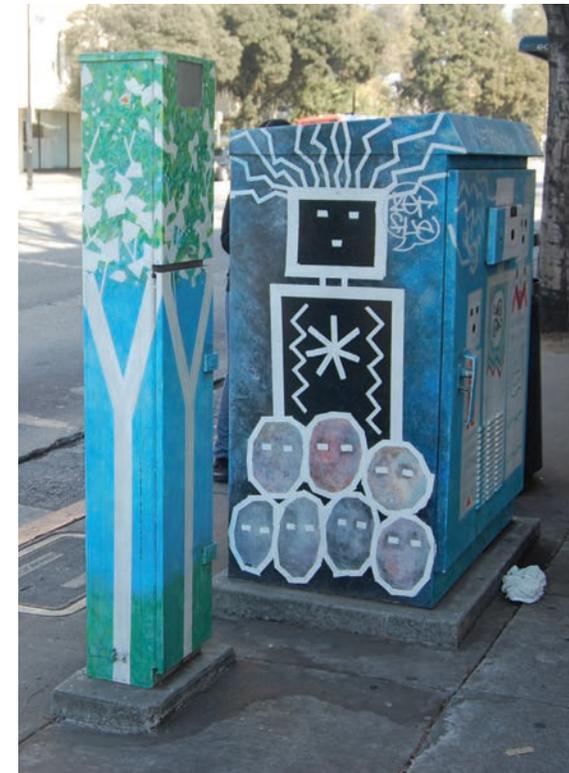


Figure 4.15 – Painted Utility Box on East Santa Clara Street.

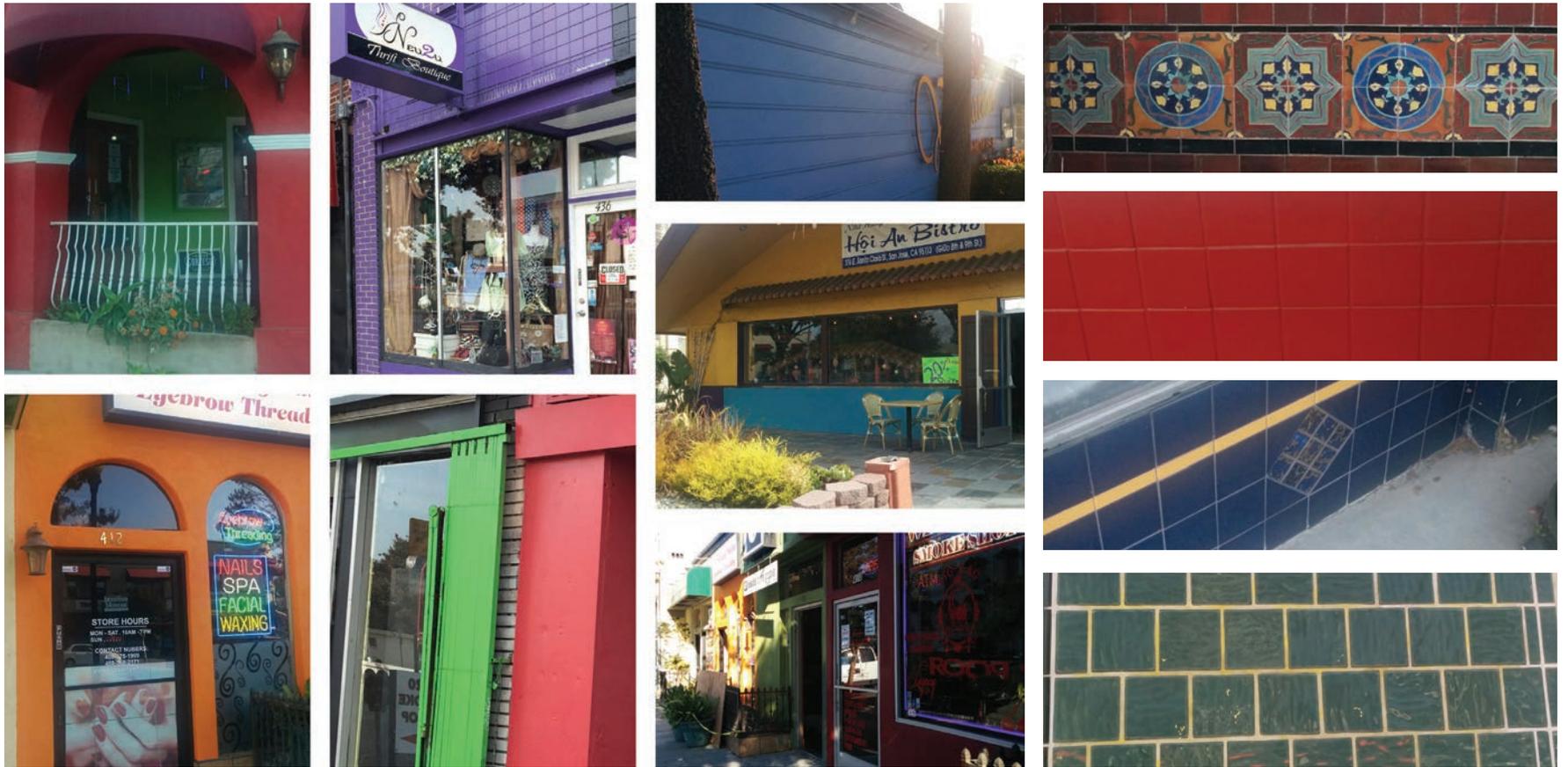


Figure 4.14 – Brightly Colored Facades. *Decorative tiling and brightly painted building façades provide architectural variety and aesthetic appeal to the East Santa Clara Street Urban Village study area.*



Figure 4.17 - Map of Signs along East Santa Clara Street. The buildings on East Santa Clara Street average two stories in height and tend to be owned by private businesses with signs and advertisements oriented towards the sidewalk. A total of 129 pedestrian-oriented signs were observed, such as pictures 4, 7, 8, 10, and 11 above. Automobile oriented signs: Fifty automobile-oriented signs were observed on East Santa Clara Street. These signs are depicted in pictures 1, 2, 3, 5, and 6 above. They include billboards oriented towards motorists and transit riders and parking, trespassing, and cruising notices.

4.4 Street Trees/Greenery

“More trees, please.” Resident of San José

Street trees provide aesthetic character, shade, and serve as the “dominant organizer of space” in the public realm.¹ The presence of trees along a street can greatly enhance the aesthetic appeal of a neighborhood, increase adjacent property values, and help create enjoyable places to walk, rest, and play.

A full inventory of all trees within the public right-of-way (e.g. landscaped medians and sidewalks) resulted in the documentation of 663 street trees. Information was collected on the species, height, canopy width, and health/condition of each tree. A photo of each tree was also taken to document the condition, and aid in the species identification. See [Figure 4.18](#) and [Figure 4.19](#). (It should be noted that no data was collected for trees on private property, even if their canopies extended over public spaces.)

The East Santa Clara Street study area is home to a large variety of tree species, but no single species dominates the corridor. Rather, it appears that tree planting occurred organically, on a property-by-property basis. For instance, parts of the corridor close to downtown (between 6th and 7th Streets) are lined with sycamore trees, which are also the most common trees found on the north-south streets in downtown. However, further down the corridor, between 9th and 12th Streets, there is a mix of Chinese Pistachios,

Manzanitas, and Palms. These trees vary considerably in overall size and provide substantial shade and tree coverage. The tree canopy found on this corridor differs from the classic tree-lined street like The Alameda (west of East Santa Clara Street), where placement of trees occurs every four to five feet and are consistent in height.

The San José Streetscape Master Plan outlines specific landscape policies for Downtown San José, including street tree types, canopy widths, and height requirements.² This Master Plan was used as a guideline for analyzing the street trees within the study area. For example,



Figure 4.18 – Green Piece. *Within the urban village boundary, 663 street trees were documented.*

the Plan calls for an average height of 20 feet, with a minimum canopy of ten feet.³ Currently the trees along East Santa Clara Street provide an adequate amount of shade and are above 25 feet in height; canopies range from four (mostly palms) to 40 feet in width.

[Figure 4.19](#) displays the variations in canopy widths along the corridor, and illustrates the general distribution of shade and tree coverage in the area. Additionally, the map highlights healthy trees in green and those that displayed signs of disease or improper maintenance in red (30 trees out of 663).

Tree coverage and the trees in bad health demonstrate that street trees within the study area are largely in compliance with the *San José Streetscape Master Plan*. In future streetscape improvement projects, consistent placement and spacing of trees along the sidewalk would increase compliance with City plans.

Vegetation was also assessed within the study area, including flowers, ivy, bamboo, grasses, and various bushes. In addition to the size, location, and type of plant, information was gathered for plant health: rated “poor” if it was dead; “fair” if it had signs of disease or if it was dying in part; and “good” if it had no sign of disease or partial or whole plant death. Plant data on vacant lots was not collected with the exceptions of the large plot of grass (and surrounding plants) at 14th and East Santa Clara Streets that house the Farmers’ Market one night a week during



Figure 4.19 –Trees Along the Corridor. This image shows both the height and health of trees within the study area.

select months. Similarly, no plant data was collected for residential properties.

In total, 220 plants were catalogued within the study area. Data was collected for all non-residential private property and public property, including sidewalks and streets. Only plants visible from the sidewalk and within no more than ten feet beyond the sidewalk boundary were tabulated. One quarter of the plants is located on the sidewalk or street medians, while the remaining three quarters of the plants are on individual parcels. The health of the plants on privately-owned parcels was significantly better than the health of plants on the public sidewalks or streets. Many of the plants on parcels were in fair or good health (91 percent) with a slightly higher percentage of plants in good as opposed to fair health. Only nine percent of the plants were in obviously poor health. Conversely, 74 percent of the plants in streets and on sidewalks were in fair or good health. The plant health percentages are shown in [Figure 4.20](#).

Analysis of field data collected using TerraFlex reveals that plants on private property are generally in better health than sidewalk and street plants in the public right of way. Within the study area, there are four median plantings to the south of East Santa Clara Street, all of which are in good health and with good manicuring; there are no median plantings in the study area to the north of East Santa Clara Street.

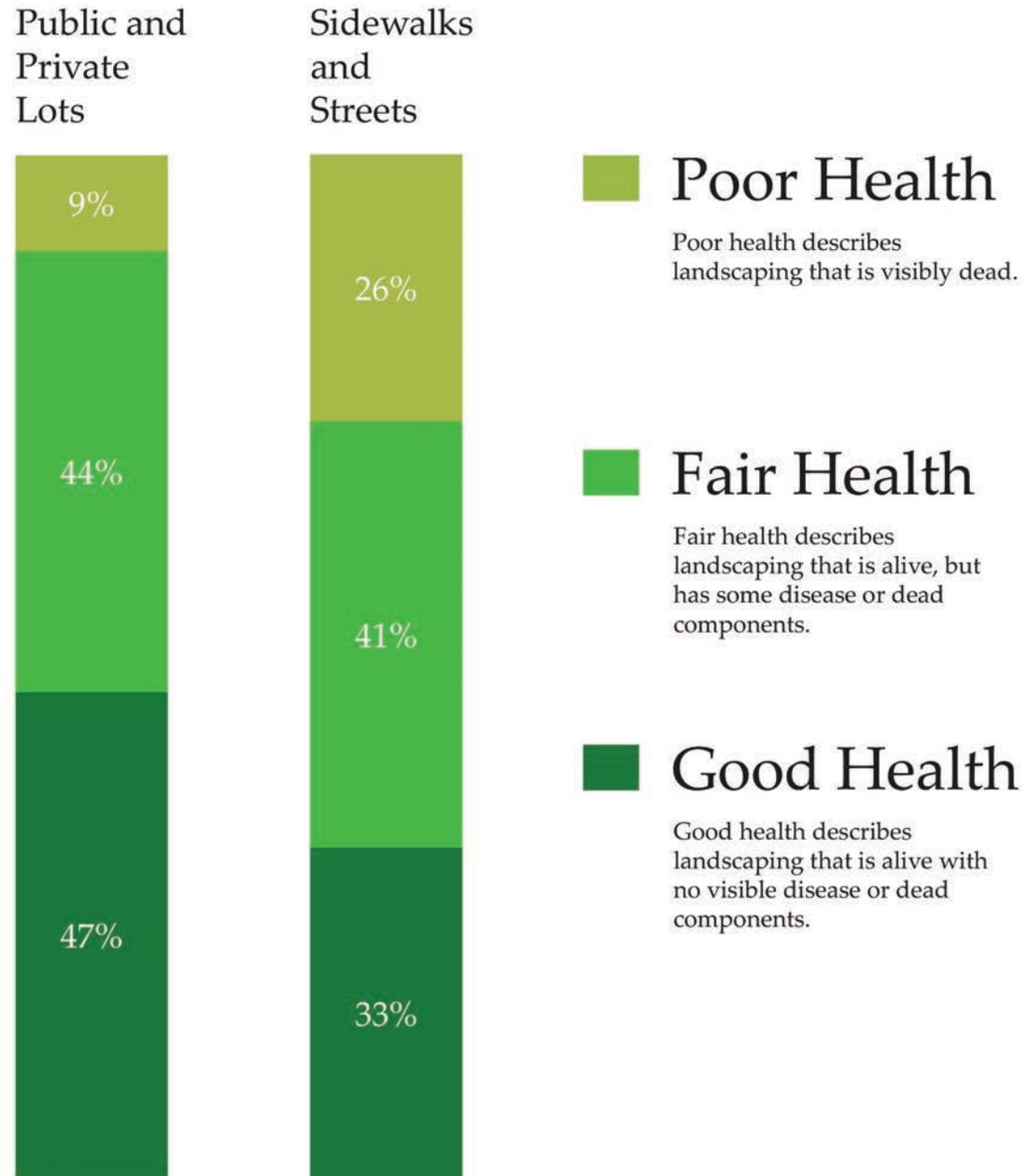


Figure 4.20 - Greenery Health Barometer. Landscaping health barometer categorizing the health of greenery found on public and private lots versus the sidewalk and street.

4.5 Sense of Enclosure

"I wish this area had elements to make it quaint for pedestrians to walk through."
Resident of San José

A primary challenge for future development along East Santa Clara Street is balancing the needs of the surrounding single-family residences with promotion of higher densities and building heights. In addition

to accommodating *Envision 2040* jobs and housing targets, construction of taller structures along the corridor will increase a sense of enclosure and provide a more pedestrian-oriented environment.

Currently, taller buildings with higher density are found closer to downtown San José than in areas further east within the study area. The clear difference can be seen in [Figure 4.21](#). Although the intersections depicted in this figure are merely four blocks apart, the difference in density and building heights is readily apparent. The top photograph (downtown) shows a greater sense of enclosure and is generally more inviting for pedestrians.

In addition to creating enclosure, the building height transition from the main corridor to the residential neighborhoods should be tapered so as not to overshadow the single family residences directly abutting the urban village boundary. Possible solutions include tapering the building height down towards the residences, and to encourage taller buildings closer to downtown, and lower heights near Coyote Creek.



Figure 4.21 – Images of East Santa Clara Street. (Top) 3rd Street and East Santa Clara Street facing west and (bottom) 7th Street and East Santa Clara Street facing east.

4.6 Pedestrian Infrastructure

“Community happens through walkability.”
Resident of San José

An urban village features a public realm that “includes attractive and interesting pedestrian-oriented streetscape features such as street furniture, pedestrian scale lighting, pedestrian-oriented way-finding signage, clocks, fountains, landscaping, and street trees that provide shade, with improvements to sidewalks and other pedestrian ways.”⁴

As a complementary topic, Caltrans defines a complete street as “a transportation facility that is planned, designed, operated, and maintained to provide safe mobility for all users, including bicyclists, pedestrians, transit vehicles, truckers, and motorists, appropriate to the function and context of the facility.”⁵ Complete streets are pleasant and comfortable places in which people of all ages can walk, shop, sit, talk, and people-watch. At their best, complete streets encourage pedestrian flow, provide safe and reliable sidewalks and street crossings, and accommodate bicycle, transit, and vehicular needs.

These are goals to which the City aspires; however, East Santa Clara Street is conspicuously automobile-oriented, lacking both crosswalks and bike lanes in many places. Many people living and working near East Santa Clara Street have expressed a desire for a safer and more



Figure 4.22 – Example of Typical Sidewalk Segment.

walkable community. One resident reported that although she crossed East Santa Clara Street every day to walk her son to school, she rarely, if ever, walked along East Santa Clara Street itself, citing speeding traffic and lack of pleasant visual stimuli as the primary disincentives. A “complete street” transforms an automobile-oriented road into a *community* road, and would help support the community’s desire for a healthier and more walkable neighborhood. A dedicated effort on the part of all relevant transportation planning agencies is necessary to create a road that serves the diverse mobility needs of the entire community.

SIDEWALK ASSESSMENT

“We need wider sidewalks to accommodate outdoor seating and public spaces.”
Resident of San José

The majority of sidewalk segments were rated average, with the exception of areas currently under construction between 15th and 17th Streets and the southern sidewalk segment between 13th and 14th Streets, which displayed significant (though temporary) unevenness of pavement surrounding the VTA bus stop. Sidewalks along East Santa Clara Street are generally in good or average condition, and the pedestrian infrastructure provides “good bones” for creating a vibrant and walkable community. Figure 4.22 shows an example of a typical segment of sidewalk along the corridor.

As mentioned previously, the northern

sidewalk segments between 15th and 17th Streets (located in front of the County Medical Buildings) were partially complete, with continued construction at the curbside. The completed pedestrian space (left side of the image) depicted in Figure 4.23 appears in excellent condition, while the right half of the sidewalk is unfinished. The southern sidewalk segment between 16th and 17th Streets, on the other hand, was non-existent at the time of assessment due to ongoing VTA construction of facilities for the future BRT along the corridor.



Figure 4.23 – Work in Progress. Image of partially completed segment of sidewalk improvements between 16th and 17th Streets

Sidewalk widths were also recorded in the assessment. The average width along the northern side of East Santa Clara Street is roughly 16 feet, compared to 14 feet along the southern side. The northern sidewalk widths were fairly uniform (16 feet); only the newer segments between 15th and 17th Streets were significantly narrower, at approximately 11 to 13 feet. The southern sidewalk segments between 6th and 12th Streets have an average width of 14 feet. The southeastern sidewalk segments between 12th and 17th Streets show the greatest variations in width, ranging from six to 19 feet. Overall, the relatively wide sidewalks will allow for significant public or private streetscape improvements, such as street furniture, trees, traffic poles, signage, and outdoor eating spaces for restaurants and cafés.

CROSSWALKS - INTERSECTIONS LACKING NORTH/SOUTH CROSSINGS

“We need better pedestrian crossings - cars don’t stop without lights.” Resident of San José

A vital feature of pedestrian infrastructure along East Santa Clara Street is the pedestrian crosswalk. These crucial features not only facilitate safer pedestrian experiences for all ages and abilities, but also decrease travel distances and times, and provide easier access to local destinations. Within

the study area, crosswalks are typically designated with two white parallel lines, referred to as “standard design,” and are accompanied by curb ramps and timed signals.

There are twelve intersections between 6th and 17th Streets. Of the 46 ways a pedestrian could cross these intersections, however, only 35 have painted pavement crosswalks, such such as seen in [Figure 4.24](#). The intersections of East Santa Clara Street at 8th, 12th, 14th, and 16th Streets do not have any painted crosswalks. See [Figure 4.25](#).

The crosswalk timing across East Santa Clara Street averages about 23 seconds, which might not be enough for elderly people to cross. Looking at provisions for those who are mobility-, hearing-, or vision-impaired, only nine intersection curbs have truncated domes with sound-indicating phasing. Most of the other curbs provide one curb ramp that intersects at 45 degrees, requiring that a person in a wheelchair partially enter the intersection when crossing the street.

At some of the highest speed intersections across East Santa Clara Street, crosswalk timing does not accommodate elderly adults, whose walking speed is 2.68 feet per second.⁶ Given this figure, five out of nine signalized intersections along East Santa Clara Street fail to allow enough time for elderly pedestrians to cross. The shortest timed crossings would leave an elderly pedestrian nine feet short of the opposite curb when the signal reaches zero. These intersections, at which pedestrians are given 21 or 22 seconds, are on busy segments of East Santa Clara Street — 9th, 10th, 11th, and 17th Streets. Even modest investments in pedestrian infrastructure within the study area could make a significant impact in pedestrian safety and comfort.



Figure 4.24 – Example of Painted Crosswalk.

East Santa Clara Street is an extremely wide and mainly auto-oriented thoroughfare, consisting of many intersections lacking north-south crosswalks. This forces pedestrians to make an inconvenient choice between risking an unsafe street crossing or walking an additional block to get to the nearest crosswalk. These intersections are opportunity sites for

future crosswalks. Opportunity sites were identified from collected data for each intersection between 6th and 17th Streets that currently lack a north/south crosswalk.

Considering the great width of East Santa Clara Street and the relatively narrow widths of adjacent side streets lacking east-west sidewalks, north-south crossing opportunities

are prioritized. Assessment findings show that four intersections along the corridor lack north-south crosswalks: 8th, 12th, 14th, and 16th Streets. See [Figure 4.26](#).



Figure 4.25 - Map of Crosswalks and Provisions for Pedestrians. The crosswalk timing across East Santa Clara Street averages about 23 seconds (white squares), which might not be enough for elderly people to cross. Additionally, 8th, 12th, 14th and 16th Streets have no crosswalk along East Santa Clara.

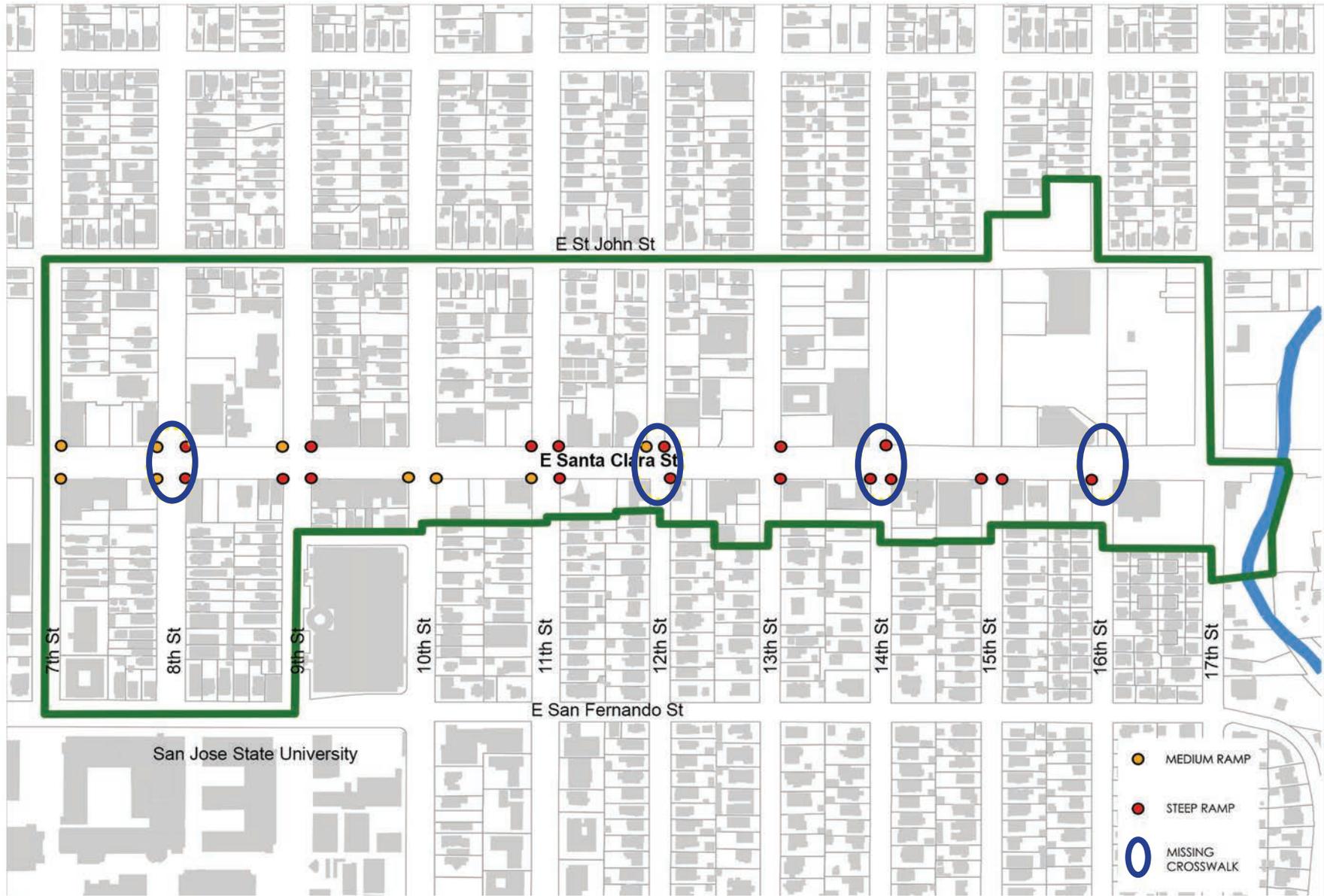


Figure 4.26 – Pedestrian Access Map. Image shows sidewalk ramps rated moderately steep (yellow) to steep (red). Circled in blue are those intersections lacking north-south crosswalks.

MOBILITY IMPEDIMENTS - ADA ACCESSIBILITY ALONG THE CORRIDOR

“Sidewalks and streets should be smoother.”
Resident of San José

While assessing the sidewalks along East Santa Clara Street, the assessment team spoke with members of the community that were in wheelchairs or pushing strollers. In these conversations, community members identified the steepness of sidewalk ramps leading to and from the crosswalks as a significant challenge to their mobility. One man explained how his wheelchair had frequently become stuck when using certain ramps, requiring him to rely on the assistance of others to return him safely to the sidewalk. These conversations acted as a catalyst for assessing the steepness of all sidewalk ramps along East Santa Clara Street between 6th and 17th Streets. The steepness of the ramps was rated using a subjective scale of “flat,” “slight-slope,” “moderate-slope,” and “steep-slope.”

With the exception of two intersections on opposing sides of the corridor (6th and 17th Streets at East Santa Clara Street), all intersections have two or more ramps that were rated moderate-slope to steep-slope. Five of the 12 intersections have two or more sidewalk ramps rated steep-slope. The intersections of 9th and 11th Streets at East Santa Clara Street have three of the four sidewalk ramps rated “steep”.

Although general sidewalk conditions along the corridor appear suitable for pedestrians with disabilities, transitional ramps from streets to sidewalks can significantly impede pedestrian mobility, as noted.

Also included in the mobility impediments assessment are data showing specific impediment points such as cracked or uneven pavement, holes in the sidewalk, and areas under construction. The northern sidewalks had few signs of disrepair, except in the construction areas between 15th and 17th Streets. The southern sidewalks have significantly more impediment points, although most impediments were minor cracks or breaks in the pavement, such as the one shown in [Figure 4.27](#). The sidewalk segment surrounding the VTA bus stop between 13th and 14th Streets had the most impediment points within one block. These impediments are largely due to uneven pavement.

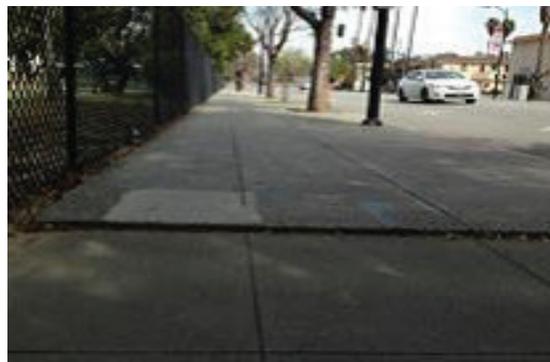


Figure 4.27 - Sidewalk Impediment. Image of typical sidewalk impediment found along East Santa Clara Street.

PEDESTRIAN SAFETY

From 2007 to 2012, there were 20 collisions involving pedestrians, with roughly ten percent resulting in a fatality or having caused severe injuries to pedestrians. See [Figure 4.28](#).

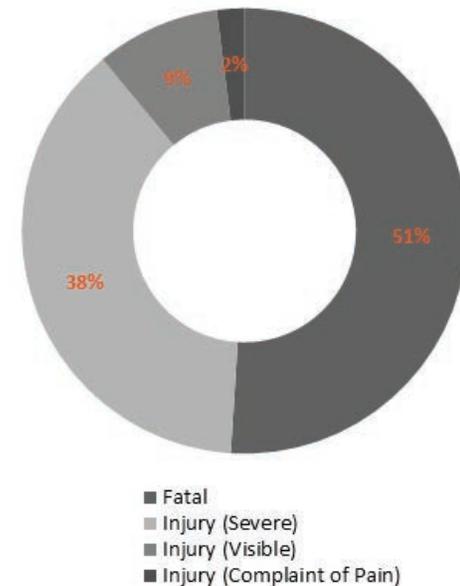


Figure 4.28 - Pedestrian Safety, 2007 to 2012. Pedestrian injury severity is divided into three levels: fatal, severe injury and visible. (Source: TIMS)

PEDESTRIAN COUNT

“I wish I could see more people outside and doing activities.” Resident of San José

Despite the relatively good quality of sidewalks along the corridor, pedestrian activity appears low along East Santa Clara Street. Activity appeared to increase, as expected, during the weekday commuter peak hours, predominantly between 11th and 14th Streets, where retail shops and restaurants dominate the corridor. Weekend pedestrian activity appeared to increase in close proximity to houses of worship.

During the assessment period, a ten-minute pedestrian count was conducted at four key intersections: East Santa Clara Street at 9th, 11th, 14th Streets, respectively; and at St. John and 6th Streets. The pedestrian counts included cyclists and skateboarders, and were conducted on both a weekday morning and evening peak commute time, and a weekend morning and evening commute time.

Weekday pedestrian activity was higher in the evening peak period than the morning, particularly at the intersections of East Santa Clara Street at 11th and 14th Streets, most likely due to the presence of restaurants and shops. During the weekends, more people were recorded walking at intersections close to the churches, and again at the 11th and 14th Street intersections.

STREET FURNITURE - PLACES TO REST AND LINGER

“I believe E. Santa Clara Street needs more greenery and places to sit.” Resident of San José

Another recurring theme that emerged from the assessor’s conversations with residents pertained to the lack of comfortable gathering places along East Santa Clara Street. This community concern spurred an analysis of available places to sit and linger within the study area.

Assessment of street furniture included type of furniture, the condition of the furniture (poor, average, excellent), and the number of people utilizing the features, if applicable. Throughout the data collection process, street furniture was broadly defined as anything a person might sit or rest on, including benches, chairs, low walls, tables, trash cans, bicycle racks, and flower planters. The assessment team took photos of all street furniture.

The most common type of street furniture along East Santa Clara Street is the bicycle rack. See Figure 4.29. More than thirty racks were identified, representing some of the corridor’s “good bones,” even though they currently appear underutilized. One bicycle locked to a rack was seen during the entire assessment period. Minimal public seating is available along East Santa Clara Street, corroborating the public’s belief that there are very few places to comfortably

linger along the corridor. There exist very few tables, benches, or moveable chairs in the area that are not privately owned. Increased availability of casual resting places could encourage greater pedestrian flow and walkability which, in turn, could encourage people to browse shops or visit restaurants they may otherwise overlook. The lack of seating spaces might reflect heightened concern over the presence of homeless persons in the area.

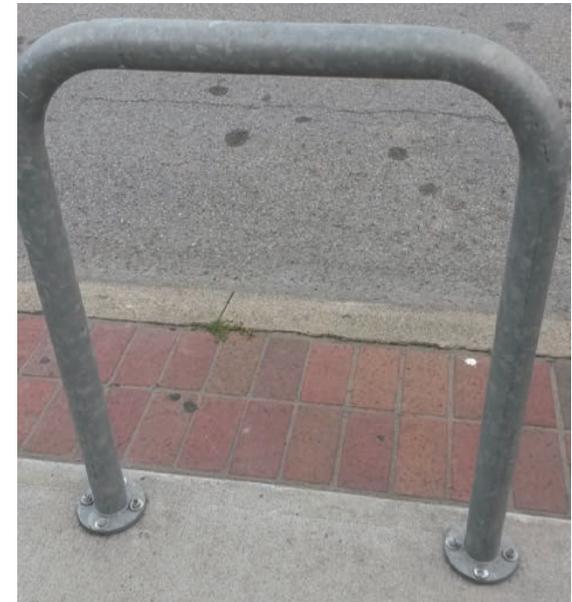


Figure 4.29 - Bike Rack. Image of typical bike rack along East Santa Clara Street.

SHEDDING LIGHT ON EAST SANTA CLARA STREET - A CLOSER LOOK AT STREET LIGHTING ALONG THE CORRIDOR

“We need better lighting to increase sense of safety.” Resident of San José

Adequate lighting is crucial to public perceptions of safety. Poor lighting hinders neighborhood walkability and threatens people’s desire to walk at nighttime. Residents frequently expressed their concerns about poor lighting in and around the corridor, which they relate closely to their perception of safety after sundown. Good quality lighting increases a person’s range of vision at night and visually highlights streetscape elements, enhancing perceptions of safety. Decorative lighting can also enrich aesthetic appeal and foster a greater sense of neighborhood identity.

The lighting assessment was conducted in two installments. The initial assessment documented the location, type, and functionality of street lights along East Santa Clara Street between 7th and 17th Streets, including lights attached to walls and found within transit stops.

There are a total of 98 lights between 7th and 17th Streets, approximately 82 percent of which were operational at

the time of assessment. Seventy-two percent of the pedestrian lights, and all of the transit stop lighting features were operational.

The initial assessment focused on lighting quality directly along East Santa Clara Street while the second assessment included the northern side streets in the analysis, northward to East St. John Street. The lighting assessment included both auto-oriented and pedestrian-oriented streetlights.

Although there was a relatively even distribution of street light poles throughout the assessment area, approximately eighteen of the street

lights were inoperable. Five of these street lights are classified as auto-oriented while thirteen street lights are classified as pedestrian-oriented. A cluster of pedestrian-oriented street lights are located along East Santa Clara Street between 7th and 10th Streets. Many of the operable street lights within the assessment boundary are low-pressure sodium street lamps which emit poor quality yellow lighting, as illustrated in [Figure 4.30](#). Examples of high quality lighting within the study area are located on 17th Street (north of East Santa Clara Street), where white LED street lights provide better sources of light.



Figure 4.30 - Street Lighting. Image of yellow lighting emitted from low-pressure sodium street lamps in the study area.

4.7 Edge Effects and Transitions - Connecting Commercial to Residential

East Santa Clara Street is predominantly a commercial corridor immediately surrounded by single-family and multi-family residences. In many cases, nonresidential and residential uses abut one another. In mixed-use corridors like East Santa Clara Street, these land use transitions can either positively link residents to potential commercial and recreational centers or negatively divide the business and residential properties via jarring, missing, or generally insensitive transitions. Urban planner and designer Terry Bottomley explained the challenges of transitioning from one land use to another, and noted that abrupt changes from non-residential to residential uses impact “sensitive” single-family homes most significantly.

The transition zone, or edge, between properties of contrasting land uses were assessed to gain a greater understanding of how the commercial properties along East Santa Clara Street affect adjacent residences. This report defines an “edge” as the specific area of transition where a significant change in land use occurs and coincides with property line boundaries. Conditions of each edge were documented, as well as the perceived condition of each building or property on either side. Elements such as fences or landscaping designed to soften transition zones are called “buffers” and were also analyzed.

LAND USE TRANSITIONS

“Provide amenities such as sculptures and green areas between buildings.” Resident of San José

Edges were assessed for general quality or condition by documenting existing fencing (type and height), landscaping, presence of lighting, presence of dumpsters, signs of use by homeless residents, and graffiti. Properties on either side of the edge were documented for general quality or condition and building type (e.g. single-family or multi-family). In general, edges are located one or two buildings away from East Santa Clara Street, emphasizing the proximity of established single-family residences to this busy roadway. The City vows in the *General Plan* to protect these residences as the corridor evolves.

See [Figure 4.31](#) for a visual depiction of land use edges in the East Santa Clara Street Urban Village study area.

[Figure 4.32](#) depicts an example of an unsuccessful transitional edge (located on 9th Street, south of East Santa Clara Street). No landscaping, decorative fencing, or trees are visible between the commercial use and the residential use. As the urban village evolves, residents will likely have concerns about how alterations affect property values and the visual quality of the community if edges are not sensitively planned and designed.

TRANSITIONAL BUFFERS

Buffers can soften the transition zones between contrasting land uses with strategic placement of decorative fences, landscaping, and trees, as well as increased building setbacks. Overall quality of transition was assessed using a subjective analysis scale of 1 to 5 (“1” is poor, and “5” is excellent). [Figure 4.33](#) shows an effective transition zone between a restaurant parking lot (located on the northeast corner of East Santa Clara and 12th Streets) and an adjacent single family residence. This buffer is designed with densely planted landscaping, a significant setback between property lines, and a well-maintained six-foot high wooden fence.

Another buffer method is the placement of non-residential uses (e.g. offices) in residential-style buildings. Offices, for example, typically feature fewer noticeable impacts (e.g. customers going in and out) than restaurants or retail, and can effectively soften the contrast between land uses. [Figure 4.34](#) shows a medical care facility (located on 13th Street) in a single-family, residential-style building that is well maintained and features a highly-rated transition zone.

Transitions

Careful consideration of buffers at the edges between properties and activities.

Potential



Existing

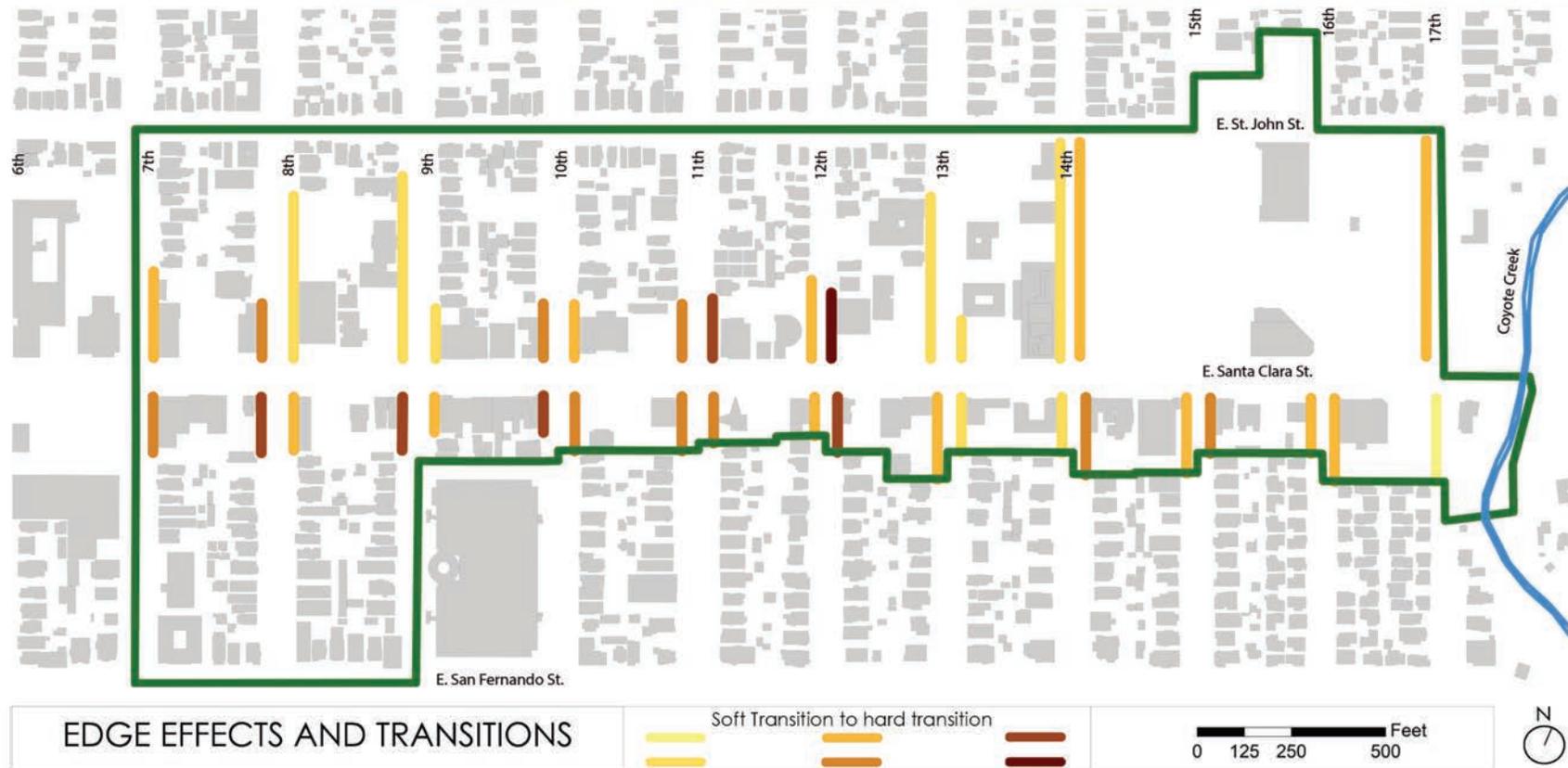


Figure 4.31 – Edge Effects and Transitions Map. Darker lines indicate “harder” land use transitions which demonstrate jarring contrasts between adjacent properties.

4.8 Additional Areas of Assessment

This section pertains to social services for homeless persons within the East Santa Clara Street study area, the prevalence of no trespassing signs and surveillance cameras, and graffiti.

HOMELESSNESS WITHIN THE EAST SANTA CLARA URBAN VILLAGE STUDY AREA

As mentioned in Chapter 3, the East Santa Clara Street study area struggles with issues related to homelessness. During the data collection period, social service agencies that provide assistance to homeless individuals were documented. [Figure 4.35](#) provides a list of services in close proximity



Figure 4.32 - Unsuccessful Transition. Image of “hard” transition area between commercial and residential zoning.

to the study area, including three shelters, food distribution centers, and recreation centers, while [Figure 4.36](#) shows the geographic location of these services.

NEIGHBORHOOD SURVEILLANCE

“Safety is very, very important! It must be addressed along this street. Currently, we do not feel safe walking along here.” Resident of San José

“Wish it were safer to walk at night, then suburban friends would come visit.” Resident of San José

Crime in the study area is characterized by prostitution, gambling, drug-related crimes, and petty crime. *“My Neighborhood Update,”* a web-based application available through the San José Police Department that provides



Figure 4.33 - Example of a Successful Transition. Image of a “soft” transition area between commercial and residential zoning.

information on incidents of crime throughout the city, showed that between October 2013 and October 2014 there were 680 property crime incidents, 283 violent crime incidents, and 2,725 disorder incidents. The most prevalent incidents of violent crimes in the study area were those of assault, domestic violence, and weapons disturbance.

During the assessment period, community members were direct in voicing their concerns about the existing conditions of East Santa Clara Street. Residents were greatly concerned about crime, poor street lighting, graffiti, the homeless population, and neighborhood cleanliness.

The most prevalent forms of neighborhood surveillance in the East Santa Clara Street study area are cameras and trespassing-related



Figure 4.34 - Non-residential Uses as Buffers. Effective transition area between a medical care facility and a residence.

signs. The cameras have been mounted predominantly on business walls either in poorly-lit or less trafficked areas, and generally point towards the sidewalk. Sometimes a property owner installs a sign next to the camera, warning the passersby that they are being filmed, but usually this is not the case.

A total of 42 trespassing signs and surveillance cameras were counted. With two exceptions, the signs and cameras begin at 10th Street and become more numerous proceeding eastward, away from downtown. In fact, the number of signs and cameras increase dramatically near vacant or irregularly used lots, such as near the former medical site between 13th and 14th Streets and surrounding the industrial lots between 15th and 16th Streets. Nearly all of the no trespassing signs were vandalized.

Along East Santa Clara Street, ten windows with bars on commercial façades were

recorded, indicating store owners' attempts to prevent theft or break-ins. For the pedestrian, the presence of windows with bars can create the perception of a dangerous area.

GRAFFITI

While graffiti can sometimes be considered an artistic asset to an area, instances of graffiti "tags" along East Santa Clara Street are prevalent and degrade the aesthetic quality of the corridor. In addition, the presence of graffiti in a city struggling with gangs and gang violence are clear indicators of unsafe activity. As shown in Figure 4.37, instances of graffiti appeared on signs, windows, building façades, public art, and sidewalk and street pavement. Graffiti was also found on structures such as fencing or iron pillars that do not normally attract vandalism.

Many of the graffiti marks found along East Santa Clara Street were on vacant building

façades, suggesting a correlation between store vacancy and vandalism. For instance, graffiti markings were visible on the currently vacant pharmacy at 8th Street and on the Art Cleaners building at the corner of 9th Street. Observing the data spatially highlights a "hot spot" for graffiti and vandalism, where there is a cluster of three graffiti marks between 9th and 10th Street on East Santa Clara.

Organization	Services
InnVision Shelter Villa	Shelter for women and children
InnVision Shelter Julian Street Inn	Shelter for adults with mental health needs
Santa Clara Citadel Hospitality House	Transitional housing for women with children
Portuguese Organization for Social Services and Opportunities	Community services and groceries through the Second Harvest Food Bank
Food Not Bombs	Meals every Saturday at St. James Park
Grace Community Center	Recreation center for those with mental illness or cognitive disabilities

Figure 4.35 - Homeless Services Table. List of homeless services around East Santa Clara Street Urban Village Boundary.

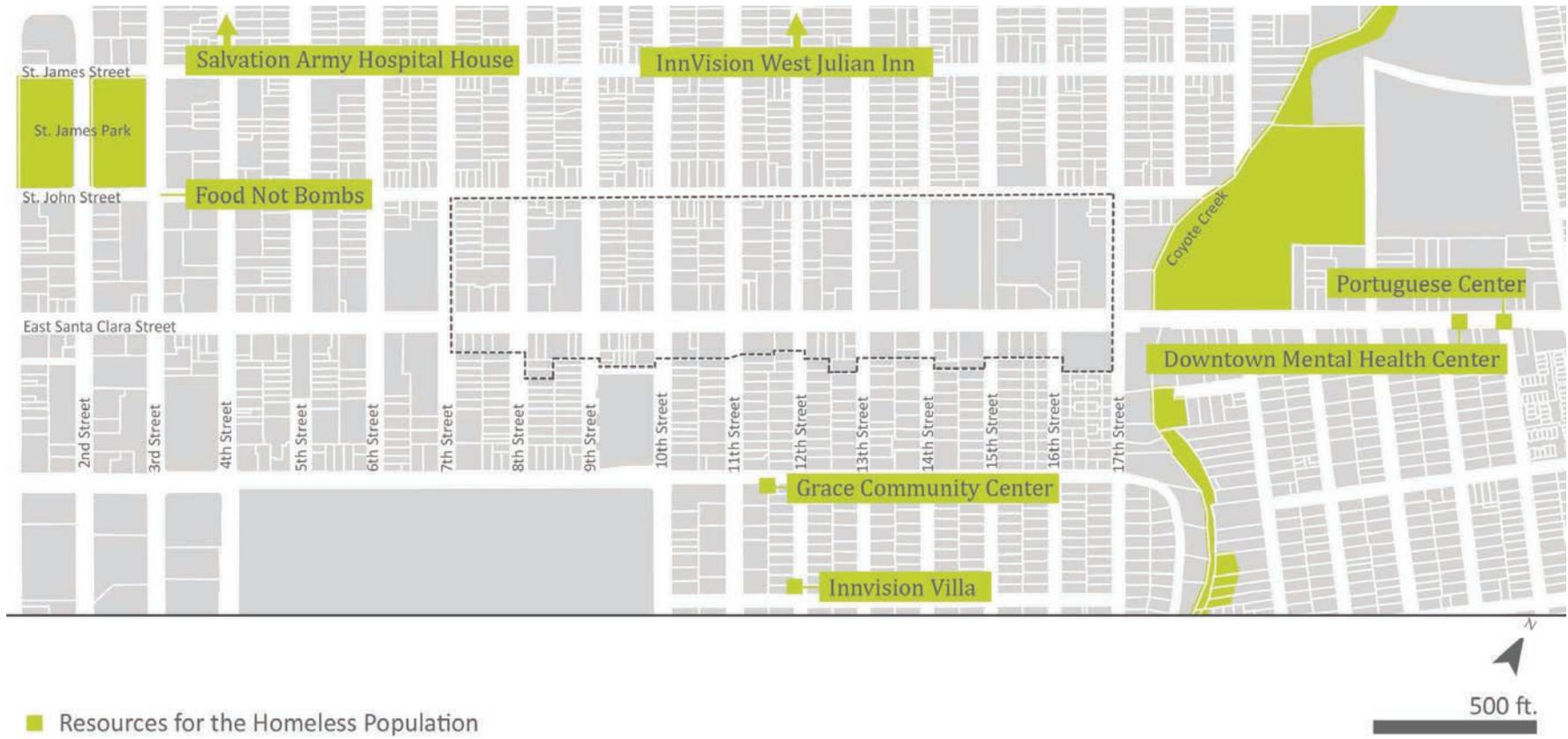


Figure 4.36 - Homeless Services Map. Map of homeless services around East Santa Clara Street Urban Village Boundary.



Figure 4.37 - Graffiti Examples. East Santa Clara Street between 8th and 10th is a hot spot for graffiti and vandalism. Graffiti can be found on building façades, windows, fences and sidewalks.

1 City of San José, *San José Downtown Streetscape Master Plan*, San José, CA. 2003. P. 68.

2 City of San José, *San José Downtown Streetscape Master Plan*, San José, CA. 2003. P. 68.

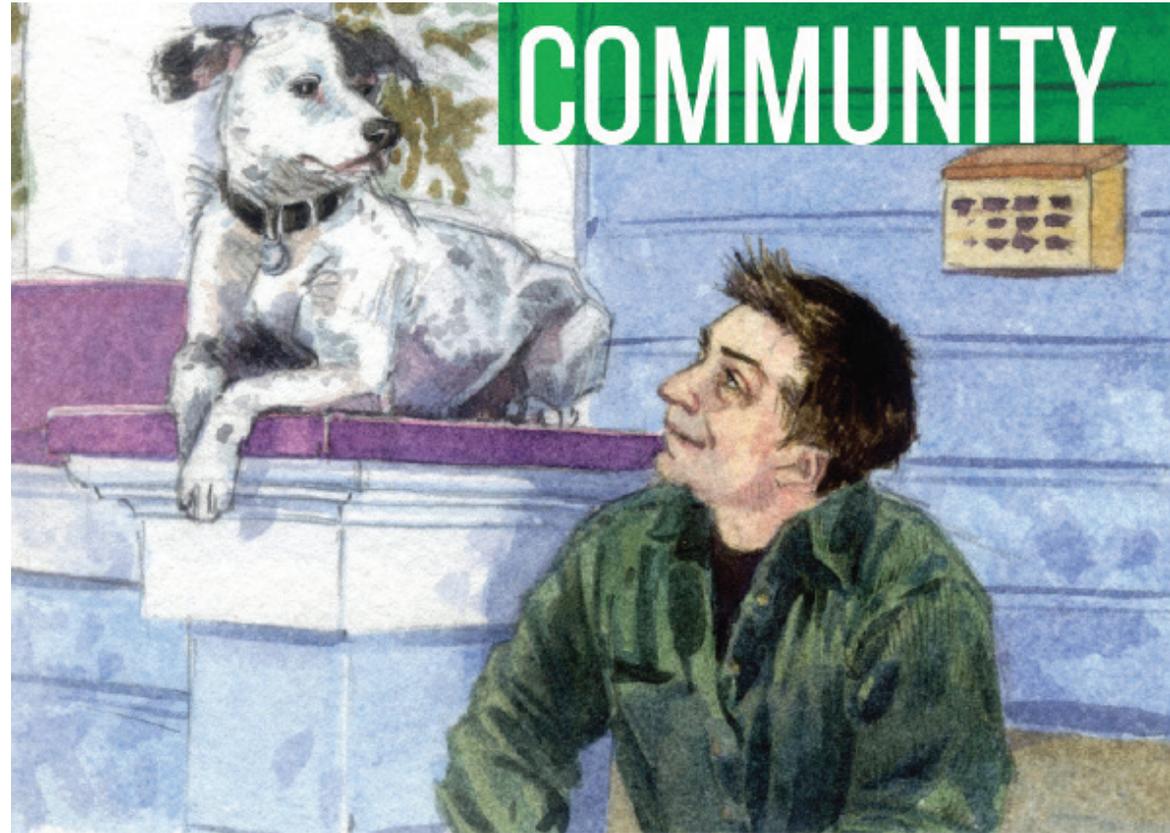
3 City of San José, *San José Downtown Streetscape Master Plan*, P. 59.

4 City of San José, *Envision San José 2040 General Plan*, San José, CA. 2011. Print. P.16.

5 http://www.dot.ca.gov/hq/tpp/offices/ocp/complete_streets.html

6 E. Bollard and H. Fleming, "A Study to Investigate the Walking Speed of Elderly Adults with Relation to Pedestrian Crossings," *Physiotherapy Theory and Practice* 29, no 2. (July 2012): 142-149.

7 <http://demolition.promatcher.com/cost/santa-clara-cademolition-costs-prices.aspx>



THIS PAGE HAS BEEN INTENTIONALLY LEFT BLANK

“I have worked in a record store since the 1990s when rap and R&B music was called urban. Now it’s 2015 so the word urban seems to mean something different. It makes me wonder about the name ‘Urban Village’ for our future neighborhood. It would be great for us to come together to name our future place something that reflects our idea of this neighborhood like ‘The Corridor’. Now that would be cool.”

–Alan Johnson, Shop Owner, Needle in the Groove



CHAPTER 5

TRANSPORTATION AND MOBILITY

East Santa Clara Street is a major transportation thoroughfare with an emergent system of robust public transit options. The car is king along the corridor today, but with development of VTA's Bus Rapid Transit (BRT) and future plans for a BART extension to San Jose's Diridon Station, this vehicular oriented street will evolve into a more pedestrian friendly corridor.

Introduction

"There are too many cars. There should be more bike lanes." Resident of San José

East Santa Clara Street is a major thoroughfare for motor vehicles with a high daily volume of automobiles and well-used public transit lines. The east-west arterial accommodates two-way traffic and intersects with a number of higher volume roads running north-south. On-street parallel parking is available on both sides of East Santa Clara Street.

This section of the report discusses the existing physical infrastructure, patterns of movement, and safety concerns for automobiles, public transit, and bicycles within the East Santa Clara Street Urban Village study area. The study area has six bus routes, and a bus rapid transit (BRT) lane under construction, indicating that this area is well served by public transit. Moreover, the Bay Area Rapid Transit (BART) system is planned for extension through San José along this corridor.

5.1 Existing Infrastructure

"Streets should be smaller (wider sidewalks)." Resident of San José

East Santa Clara Street has five traffic lanes: two lanes for vehicle movement in each direction, and in places, a shared left turn lane for both directions (as seen in [Figure 5.1](#)). The average width of each travel lane is ten feet and the street from curb to curb is approximately 70 feet wide.

The on-street parking on either side of the street is next to the sidewalk and shields pedestrians from moving traffic. High-volume intersecting roads include 10th and 11th Streets, both of which are one-way streets that together form a "couplet" to speed travel through central San José and to/from Interstate 280.

Figure 5.2a shows street sections in different parts of the study area. Section A is taken between 7th and 8th Streets on East Santa Clara Street and shows the main street elements: five automobile traffic lanes, a VTA transit stop, and sidewalks on either side. This block consists mainly of restaurants and creates a pleasant walking experience with the presence of eyes on the street, visual interest, outdoor restaurant seating, pedestrian-scaled lighting, and shaded walkways.

Sections B and C of Figure 5.2a and Figure 5.2b show the view of the 7/11 Store at 10th Street and the fenced parking lot at 13th Street, respectively. These sections reveal the lack of enclosure at the points created by the adjacent parking lots, and could be a potential site for parklets, seating or pocket parks, or additional trees. Figure 5.2b Section D is taken across 11th Street, just north of East Santa Clara Street. It is a one-way street with heavy traffic flow. The street is 50 feet wide and includes

two lanes of on-street parking, two lanes of traffic heading north, and a bicycle lane. The sidewalks appear disconnected from the buildings due to large setbacks. Locations like these are present throughout the study area and could be potential sites for place-making as well as infill development.



Figure 5.1 – Typical Street Width. Image depicting the expansive width of East Santa Clara Street.

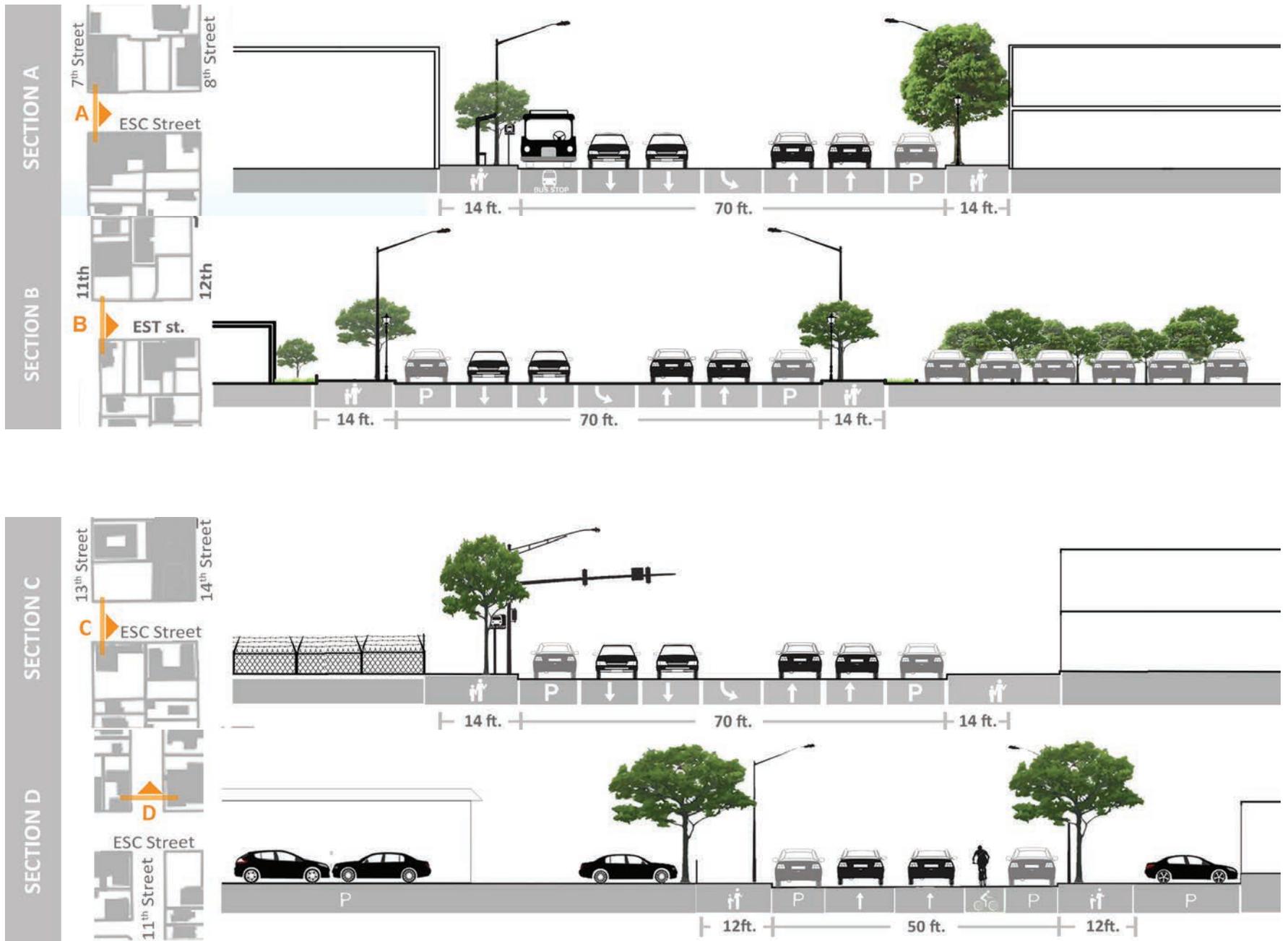


Figure 5.2 - Street Sections. Four different street sections within the East Santa Clara Urban Village are illustrated here.



Figure 5.3 - Average Traffic Volume. Across East Santa Clara between 4th and 5th has the lowest traffic volume; where number of vehicles per day is much below the average volume of 16,000. However, crossing East Santa Clara at 6th St has the highest traffic volume of 23,150, which is significantly above the average corridor traffic volume.

5.2 Automobile Assessment

Santa Clara County’s transportation system is largely dependent on the automobile, with 87 percent of residents driving to work.¹ The East Santa Clara Street corridor is emblematic of this, with consistently heavy traffic in the mornings and evenings as commuters are funneled between Downtown San José and Highway 101. The corridor provides ample street parking coupled with low building densities to make automobile use highly viable. Moreover, two one-way streets (10th and 11th) bisect the corridor and move high volumes of traffic through the residential neighborhoods adjacent to the corridor.

As San José prepares for greater population density and a decidedly more urban form, the East Santa Clara Street corridor will feature significant improvements designed to support alternative modes of transportation. Both the Valley Transportation Authority (VTA) and the City of San José have shown a commitment to invest in infrastructure that provides alternatives to the automobile. Investments have included the provision by the City of Class II bike lanes on 10th, 11th and 17th Streets, and VTA bus routes 22, 23, and 522 along East Santa Clara Street.

The west end of the study area is five blocks away from VTA’s light rail line, and about one mile from the Caltrain commuter rail at Diridon Station, both of which are connected to the corridor by bike lanes and bus routes. Further complementing San José’s alternative transportation network is the Bay Area Bike Share program, which includes 150 bikes and 16 stations in Downtown San José that link the city with Bike Share stations in four other Bay Area cities.²

TRAFFIC VOLUME

East Santa Clara Street is an arterial with an average daily traffic volume of 16,000 automobiles.³ Figure 5.3 shows the traffic volume at different intersections according to data gathered from Market Planning Solutions.

LEVEL OF SERVICE

Level of service (LOS) characterizes and rates traffic flow, taking into consideration speed, travel time, density, and delay time. The level of service ratings are varied along East Santa Clara Street. Letters from A to F are used: LOS A, for example, is an area with free-flowing traffic while LOS F characterizes an area where there is more automobile traffic than road capacity to discharge that flow.⁴ A traffic survey for the study area was obtained from the San José Department of Transportation to measure LOS at peak travel times during the morning and evening.

Figure 5.4 shows the different volumes of cars for each LOS designation and the corresponding LOS at particular intersections along East Santa Clara Street. In the morning peak hours, 15th Street was found to have an LOS of B+, while 7th, 11th and 17th Streets have an LOS of C+. In the evening peak hour, 15th Street has an LOS of A. Overall, this diagram confirms our finding that the corridor is indeed busy, but not especially congested at any point during the day.

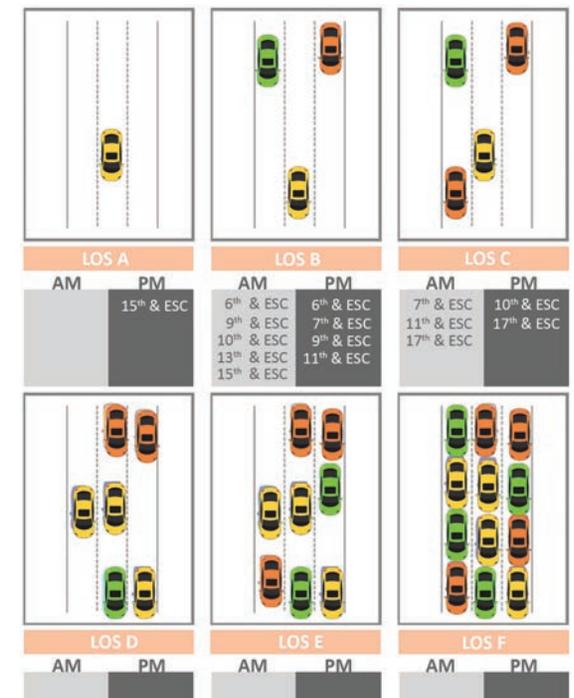


Figure 5.4 - Level-of-Service Diagram. Level of Service of traffic volumes graded from A to F on East Santa Clara Street. Source: San Jose DOT

AUTOMOBILE SAFETY

Between 2007 and 2012, more than 90 collisions occurred on East Santa Clara Street (See Figure 5.5). Of those collisions, about 50 percent of the crashes were between automobiles, 20 percent involved pedestrians, and more than 25 percent involved cyclists.

The primary reasons recorded for these collisions include “unsafe speed” (22 percent) and “traffic signal and signs” (13 percent). Four percent of these collisions were severe or fatal. Although East Santa Clara Street accommodates cars and buses effectively, it does not provide a safe and comfortable experience for other users, particularly pedestrians and cyclists. See Figures 5.6 and 5.7.

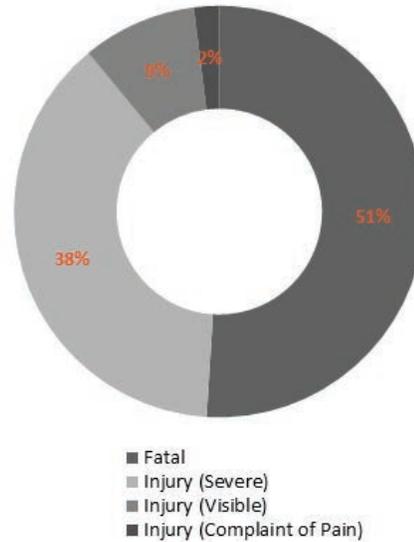


Figure 5.6 - Collision by Mode Involved (2007 to 2012). Percentage of collision type along East Santa Clara Street. Data source: Transportation Injury Mapping System, Safe Routes to School Collision Map Viewer, Accessed November 2014.

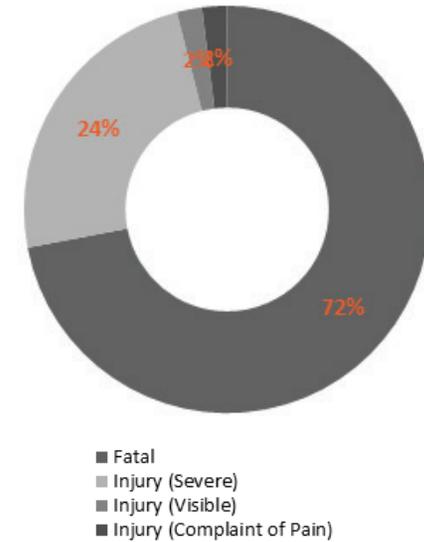


Figure 5.7 - Collision Injury Severity (2007 to 2012). Percentage of injury severity from collisions on East Santa Clara Street. Data source: Transportation Injury Mapping System, Safe Routes to School Collision Map Viewer, Accessed November 2014.

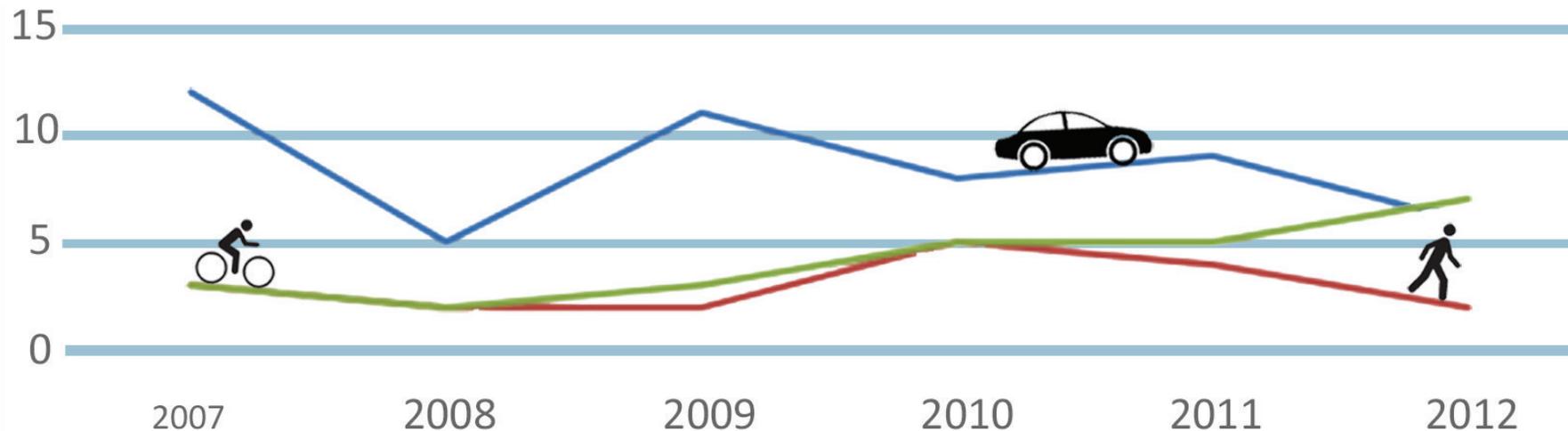


Figure 5.5 - Collision Numbers. Collisions involving automobiles, bicycles and pedestrians, 2007 to 2012. Although most of collision involved automobiles, it is noticeable that bicycle crashes have increased since 2008. Source: TIMS

5.3 Parking: An Asset and a Challenge

“Too much space devoted to parking.”
Resident of San José

“I really hope there is enough PARKING available for the future residents and their guests!” Resident of San José

Parking is part of everyday travel for a majority of residents and visitors to San José, and is a frequent topic of debate for businesses, pedestrians and public transit advocates. Businesses seek accessible parking in close proximity to facilitate easy access for customers, while pedestrians and public transit advocates wish to reduce parking to encourage public transit ridership, discourage single passenger vehicular travel, and provide a safer pedestrian experience.

According to the *Envision San José 2040 General Plan*, urban villages do not encourage significant increases to onstreet parking. Additionally, to minimize the visibility of parking lots from the public right-of-way, parking garages are encouraged to be located behind buildings.⁶

During the fall 2014 data collection period, over 300 on-street and off-street parking spaces were documented within the study area. On-street parking included a count of metered (including time limits), permitted (neighborhood), loading (passenger or freight and times allowed), and accessible

(for disabled) parking. Off-street parking included ownership (private or public), condition (good, average or poor), number of spaces, shared lot (used by more than one business) and if it has restricted hours. See [Figure 5.8](#) for locations of these parking types. Note that neighborhood permit parking was not counted along the eight blocks of East St. John Street.

A total of 1,498 off-street parking spaces were counted, with 33 out of 37 parking lots being shared, and four lots being fenced, chained or vacant. During the spring 2015 data collection period, an additional 80 on-street parking spaces were documented.

Off-street parking lots both benefit and hinder the evolution of urban villages. “Commercial Center Urban Villages” are planned to capitalize on the redevelopment potential of existing, underutilized commercial sites. There are seven large off-street lots along the East Santa Clara Street corridor (between 6th and 9th, and 10th & 13th Streets) where redevelopment can enhance urban village characteristics. Two additional large lots are located on 13th Street, one of which is closed off, while the other is being used for car storage. Along East St. John Street, between 15th and 16th Streets, there is an additional large lot that is closed off. See [Figure 5.9](#) for a map of parking availability. The numerous parking spaces within the proposed urban village provide ample opportunity for activation and redevelopment. These underutilized spaces can help achieve goals in the *Envision San*

José 2040 General Plan, such as an increase in transit-friendly development, bicycle parking, minimum setbacks, and transit lanes.

PARKING METERS

There are 162 on-street parking meters along East Santa Clara Street and within the study area. On average, the closer a parking meter is to downtown, the greater the parking time available. For example, there are a few four-hour meters near 4th Street that accept both credit cards and coins. On East Santa Clara Street from 5th to 7th Streets, parking meters have a two-hour time limit, and moving eastward from 8th Street to Coyote Creek, parking meters start as one-hour time limits and then decrease to 30-minute time limits. The vast majority of metered parking spaces within the study area have time limits of either 60 or 120 minutes.

While shorter parking meter time provides greater parking turnover for different business patrons, it may also be restrictive for certain businesses. In the words of one business owner on East Santa Clara Street, the 30-minute parking limits do not coincide with certain business models (such as barbershops and salons) for which services often take longer than half an hour.

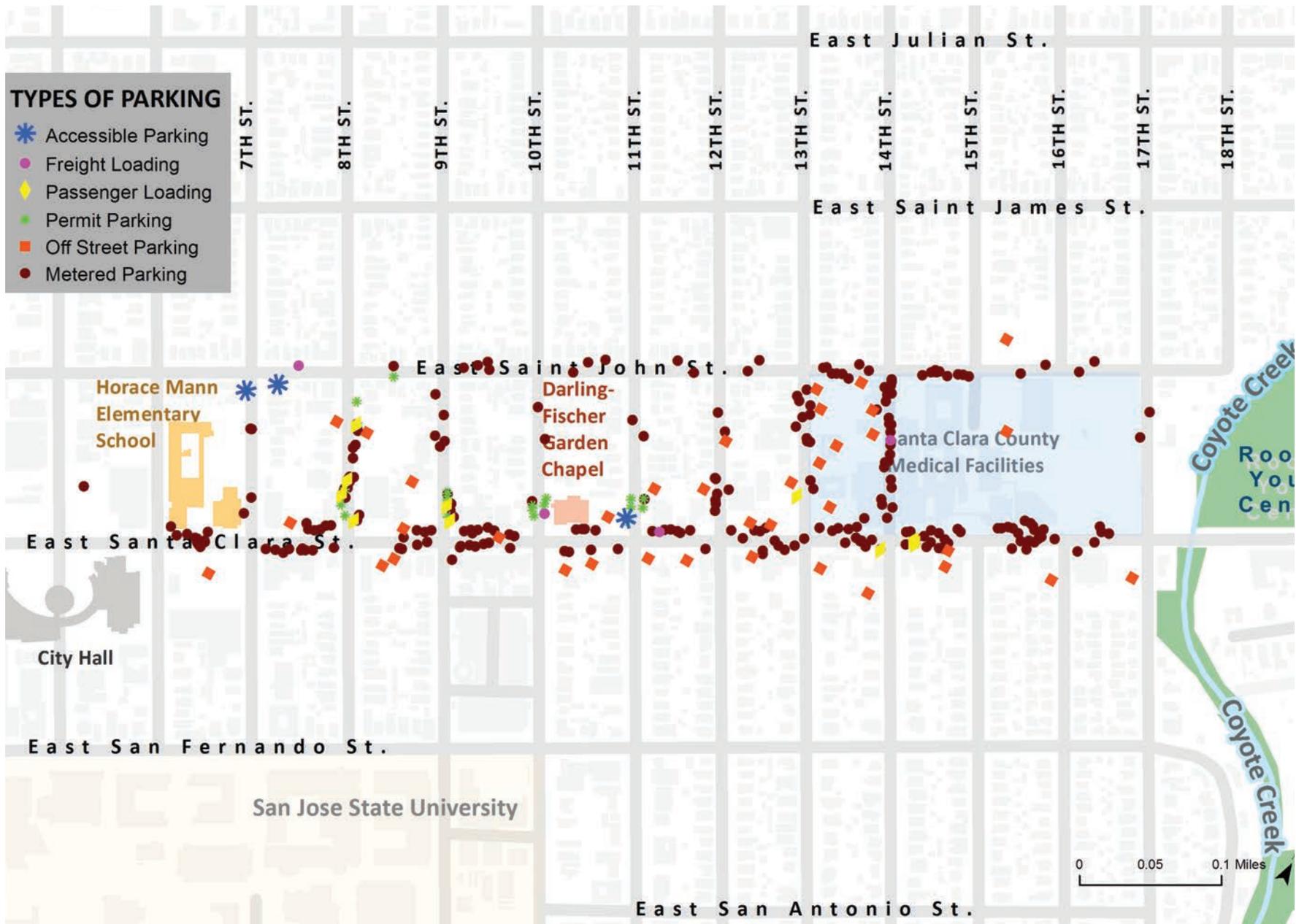


Figure 5.8 – Parking Types Along East Santa Clara Street. Documentation of available parking within the study area, including permit and metered parking spaces.

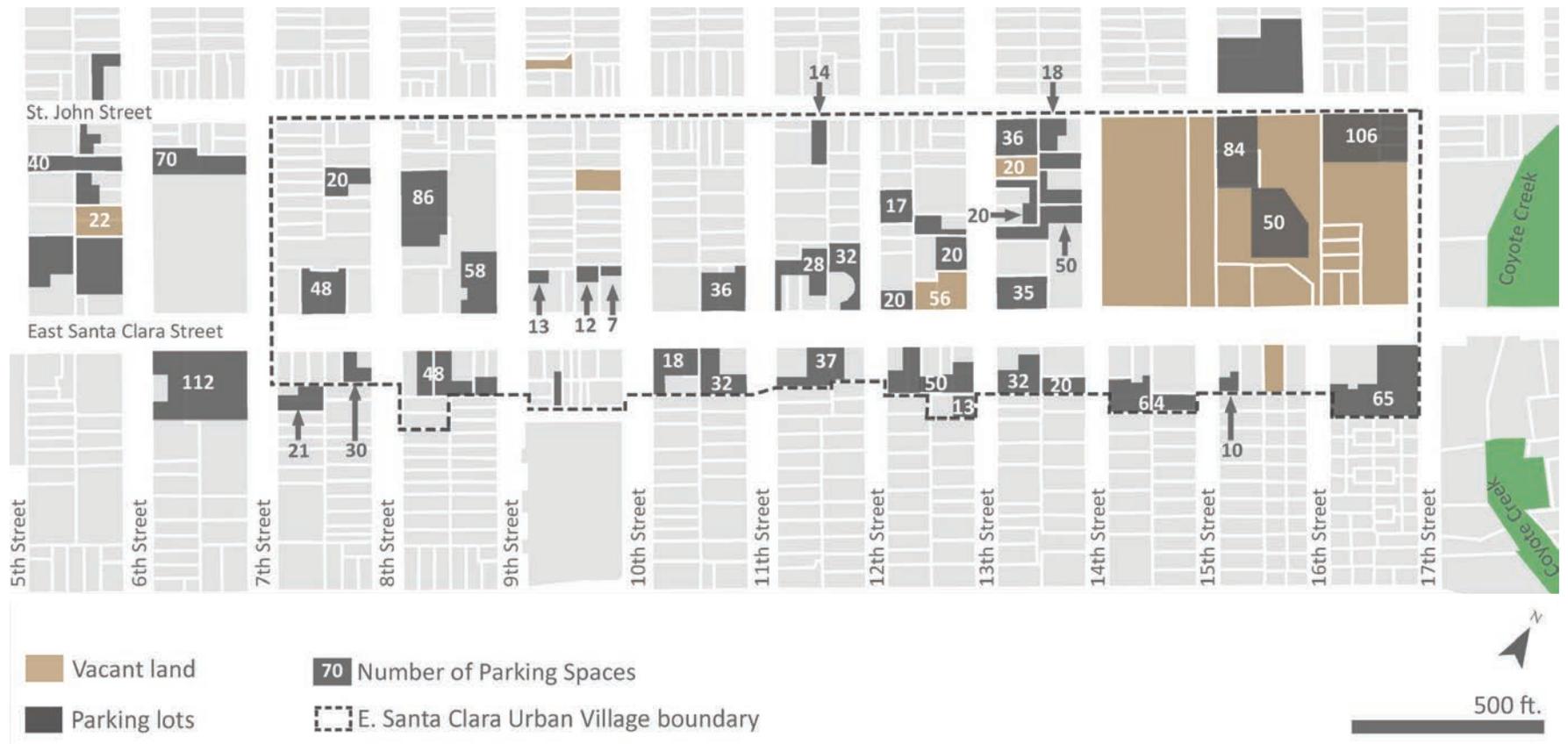


Figure 5.9 – Parking Availability Map. Documentation of parking lots and vacant lands within and adjacent to the urban village boundary.

5.4 Public Transit

"I am grateful for having public transportation." Resident of San José

Currently along East Santa Clara Street, the VTA operates multiple routes, including 22, 522, and 23, which produce the highest ridership for the agency.⁹ According to the *VTA Transit Service Plan FY 2014-FY 2015*, Route 22 was the best performing route, with 15 percent of the system's weekday

ridership (14,511 boardings per day), while routes 522 and 23 had a ridership of 5,885 and 8,819 daily boardings, respectively.¹⁰

BUS SERVICE

The Santa Clara Valley Transit Authority (VTA) is a county-wide agency responsible for regional coordination of public transit services, congestion management, and highway improvement projects.

Currently, several public bus routes operate within the East Santa Clara Street Urban Village study area; lines 22, 23, 64, and Rapid 522 are displayed in Figure 5.10. Lines 22 and 23 run east-west along East Santa Clara Street, with stops at 7th, 11th, 13th, 15th, and 17th Streets, and run on 12-minute headways. Line 22 connects the Palo Alto Transit Center and the Eastridge Transit Center, with critical stops at Downtown San José, Diridon Transit Center, Santa Clara Transit Center, and San Antonio



Figure 5.10 - Existing Public Transportation Options. Map of current transportation options within the Urban Village Boundary.

Transit Center. Line 23 connects the Alum Rock Transit Center in San José to the De Anza College campus in Cupertino, with major stops at Downtown San José, San José Convention Center, Valley Fair Mall and Santana Row, and Vallco Shopping Mall in Cupertino.

Rapid Line 522 is the VTA's rapid transit in the study area. It is nearly identical to the path of Line 22 and also runs east-west along East Santa Clara Street within the Urban Village boundary. However, Rapid Line 522 has fewer stops by design, at 7th and 13th Streets, helping to lower travel times. The bus runs on 15-minute headways.

Line 64 partially runs north-south along 13th Street, with a single stop near the 6th Street and 7th Street intersections with East Santa Clara Street. The line connects the Almaden Light Rail Station to the McKee and White Light Rail Stations. Line 64 has major stops at Capitol Square Mall, Regional Medical Center of San José, San José Academy High School, San José State University, San José City Hall, and Diridon Transit Center. The bus runs on 30-minute headways.

Metal poles with dark blue signs and benches identify bus stops along East Santa Clara Street. Of the benches within the study area, three have covered shelters (at 7th, 11th, and 13th Streets) and two are exposed (at 15th and 17th Streets). Examples of these bus stops are displayed in [Figures 5.11](#) and [Figure 5.12](#). The walls of the covered shelters are

typically made of transparent materials for visibility, although three are covered by large posters (two on 7th Street and one on 11th Street), which may obscure a bus driver's view of bus patrons sitting at a stop.

LIGHT RAIL AND OTHER TRANSIT

"I wish I could ride VTA to and from work."
Resident of San José

The VTA also operates light rail service in San José. Light rail stops on East Santa Clara Street at 1st and 2nd Streets (five and four blocks beyond the western study area boundary, respectively) provide north-south connections to other parts of San José as well as to Santa Clara, Sunnyvale and Mountain View. The study area is just over one mile east of the Diridon Station, which is served by Caltrain, Amtrak, and other regional transit services. The variety of transit options available within and near the study area adds to the opportunity for East Santa Clara Street to be developed into a significant multimodal transit corridor.

5.5 Bicycle Assessment

BICYCLE INFRASTRUCTURE

"I would like bike lanes." Resident of San José

Within the study area, bicycle infrastructure is intermittent, at best. There are no dedicated bicycle lanes along East Santa Clara Street, and bicyclists are often



Figure 5.11 - Sheltered Bus Stop. An example of a covered bus stop along East Santa Clara Street.



Figure 5.12 – Shelter-less Bus Stop. An example of a shelterless bus stop along East Santa Clara Street.

seen using sidewalks rather than the road, making walking less safe and more uncomfortable for pedestrians. Just beyond the study area, a few major and minor roads provide bicycle facilities. **Figure 5.13** shows current bicycle infrastructure along 7th and 17th Streets, and enhanced bicycle lanes (bikeways separated from traffic through painted buffer zones) on 10th, 11th, and San Fernando Streets. The bicycle lanes on

7th, 10th, and 11th Streets continue in the north-south direction. The bicycle lane on 17th Street starts at the East Santa Clara and 17th Street intersection and continues northward.

According to the *San José Bike Plan 2020* (adopted 2009), the City of San José’s existing policies create a good foundation for improving bicycle infrastructure

within the City. The plan envisions biking improvements to create a safe bicycle network of 500 miles that would be equipped with appropriate signage.¹¹ The proposed bikeways will be developed along streets that have more than one lane of traffic in one or both directions, streets with speeds higher than 25 mph, or streets with average daily traffic (ADT) greater than 5,000.¹²

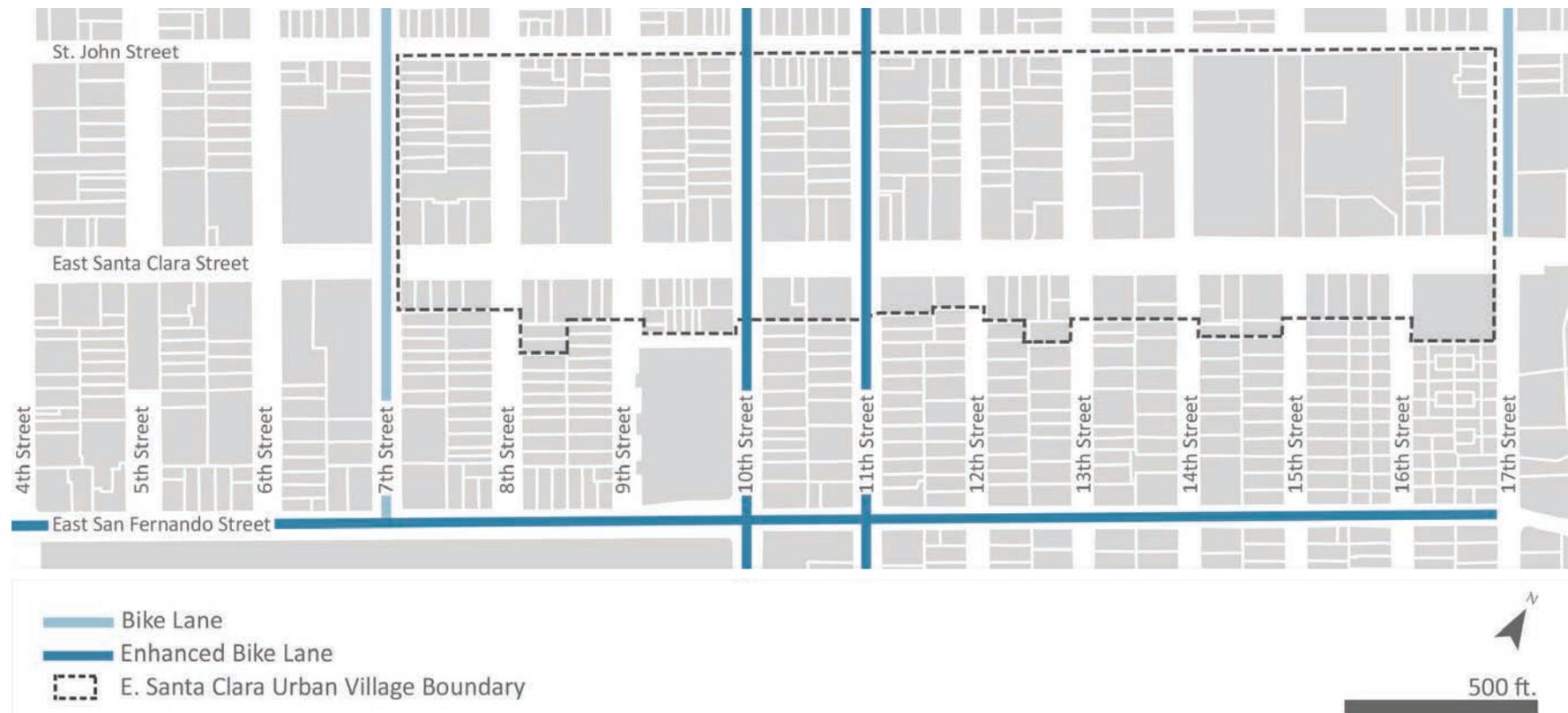


Figure 5.13 - Current Bike Lanes. At the time of data collection (March 2015), no bike lanes were documented along East Santa Clara Street. The only bike lanes in the study area were found along 7th, 10th, and 11th Streets, and running perpendicular to East Santa Clara Street.

San José Bike Plan 2020 does not propose future bicycle lanes along East Santa Clara Street despite the existence of five automobile lanes that are currently shared by cyclists. There is no exclusive plan proposed for bicycle infrastructure within the East Santa Clara Street Urban Village boundary.

BICYCLE SAFETY

“This area should be safe to walk and bike for children.” Resident of San José

From 2007 to 2012 there were a total of 22 bicycle collisions reported within the study area, of which more than 45 percent resulted in a visible injury. See [Figure 5.14](#). During this period, the annual number of reported bicycle crashes increased (two in 2007, and seven in 2012). The greatest

concentration of bicycle collisions occurred at East Santa Clara and 11th Streets.¹³

5.6 Upcoming Transportation Projects

Bus Rapid Transit (BRT) and BART are the two most significant and transformational upcoming projects planned for East Santa Clara Street. See [Figure 5.15](#). These projects will increase the number of transit options available to users in and



Figure 5.14 - Bicycle Crashes. Most bicycle crashes occur at intersections on East Santa Clara Street. During 2007 to 2012, 11th Street had the highest number of bicycle crashes within East Santa Clara Urban Village. Data source: Transportation Injury Mapping System, Safe Routes to School Collision Map Viewer, Accessed November 2014.

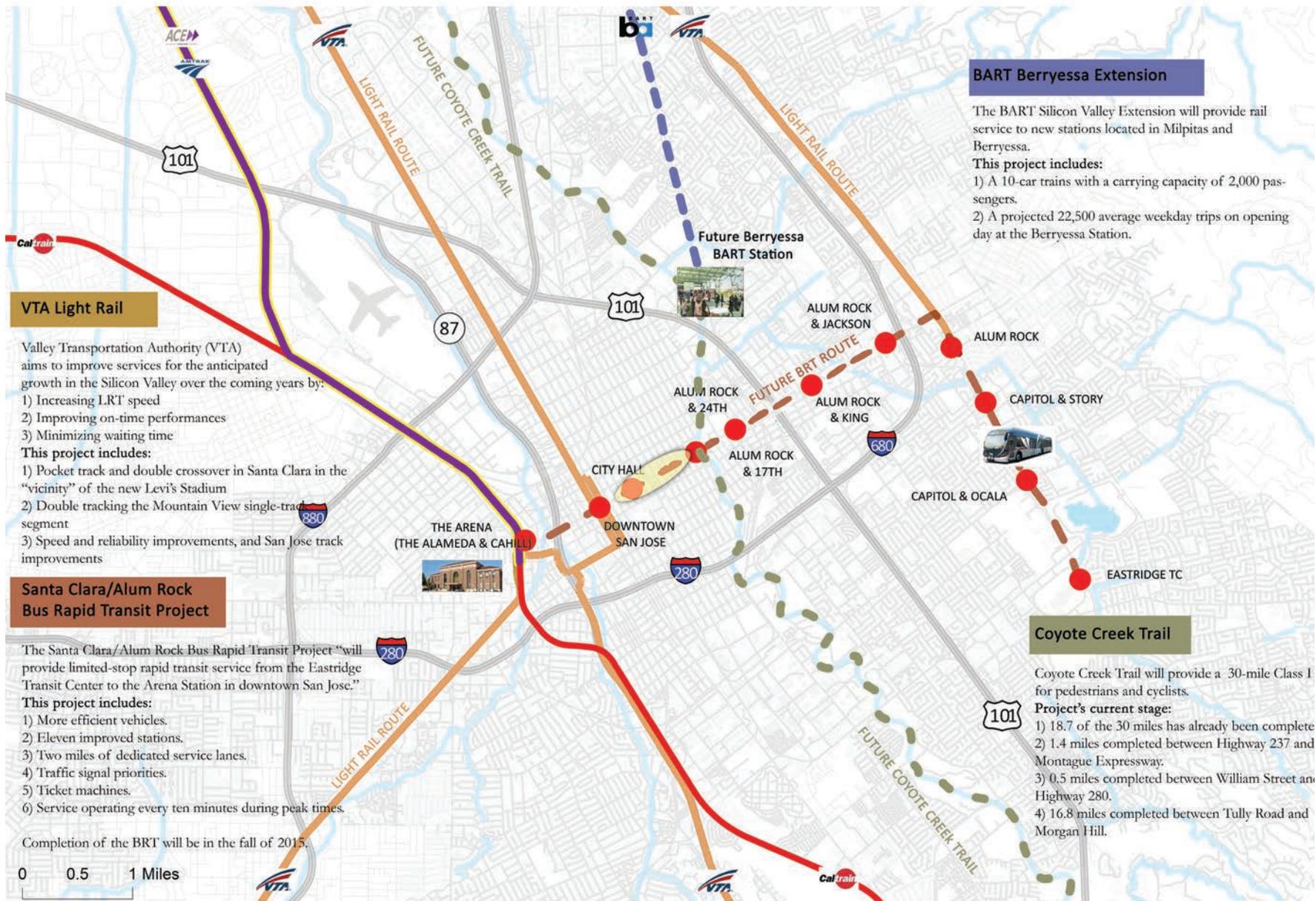


Figure 5.15 – Regional Mobility Map. Data from the City of San Jose, accessed November 2014, <https://www.sanjoseca.gov>. The study area is shown as a yellow oval. Prepared by the SJSU graduate student assesment team.

around the corridor. The presence of BRT and BART will help enable diversified methods of transportation that, in turn, can generate more pedestrian traffic within the study area and stimulate a more vibrant economy for local business owners, while fostering social interactions. Bus stops were observed to be the main place of pedestrian congregation, which further emphasizes the benefit of activating the street with diverse transit options.

BUS RAPID TRANSIT (BRT)

The high ridership along the corridor relative to systemwide averages has encouraged VTA to bring BRT to East Santa Clara Street as an approach to improve travel times and boost ridership. Specifically, the VTA's Santa Clara/Alum Rock Rapid Transit service, the first of three planned BRT lines, will "provide limited-stop rapid transit service from the Eastridge Transit Center to the Arena Station in downtown San José using Capitol Expressway, Alum Rock Avenue and Santa Clara Street."¹⁴ In addition, the BRT will provide "rail-like" service by using dedicated lanes, traffic signal priority, ticket machines, and fuel efficient vehicles operating at ten-minute headways during peak hours.¹⁵ Only one station, located at 17th Street, falls within the project study area. The BRT service will cost an estimated \$114 million with completion expected in late 2015.

BAY AREA RAPID TRANSIT (BART)

The Bay Area Rapid Transit (BART) system will be expanded into Silicon Valley through a sixteen mile and six-station extension of the existing BART system, thus strengthening the connection between the South Bay and the greater San Francisco Bay Area. The future phase of VTA's BART Silicon Valley Extension will include a five-mile-long subway tunnel through downtown San José, extending the BART system from the planned Berryessa terminus and ending at the Diridon Station, one mile west of the study area.

The BART extension will play a crucial role in encouraging transit ridership by providing 10-car trains with a carrying capacity of 2,000 passengers. This is expected to produce 22,500 average weekday trips when the Berryessa station opens.¹⁶ While the Berryessa station will not be within convenient walking distance of the study area, buses will most likely transfer passengers between Berryessa and Diridon Station, and pass through the East Santa Clara Street corridor.

In the future, VTA and BART also intend to extend BART service five more miles through Downtown San José to Diridon Station by including four new stations. Two of them (Alum Rock and Downtown) will be in close proximity to the assessment area.¹⁷ Both stations will feature underground concourses, and the Alum Rock Station will feature a new bus transit center and parking garage.¹⁸

BICYCLE NETWORK

"We need a bike path from East Santa Clara Street to [SJSU] campus to increase student presence." Resident of San José

Using the *San José Bike Plan 2020* as a guiding document, the City's Department of Active Transportation Program is ambitiously focused on improving bike safety, increasing the number of bike parking spaces, adding to the length of bike trails and lanes, and increasing the amount of bike trips in the city. It is hoped that this will ultimately achieve Gold-level Bicycle Friendly Community Status by 2020.¹⁹

Furthermore, the Active Transportation Program is collaborating with Bay Area Bike Share, managed by the Metropolitan Transportation Commission (MTC), to add an additional 21 "planned and funded" stations throughout San José.²⁰ Of these 21 stations, one is planned to be located in the East Santa Clara Street corridor, near 17th Street. No additional on-street bike lanes are planned for the corridor with the exception of those associated with the *Coyote Creek Trail Master Plan* (adopted in 2011)²¹, which calls for the construction of 30 miles of trail along Coyote Creek at the east end of the corridor. See [Figure 5.16](#). A timeframe for this construction is undetermined.

1 SPUR, Karen Steen, ed. "Freedom to Move: How the Santa Clara Valley Transportation Authority Can Create Better Transportation Choices in the South Bay," 2014 (Accessed September 28, 2014) http://www.spur.org/sites/default/files/publications_pdfs/SPUR_Freedom_to_Move.pdf

2 City of San José, "Bay Area Bike Share," (Accessed October 23, 2014) <http://www.sanjoséca.gov/index.aspx?NID=3908>

3 ESRI. "Community Analyst." Accessed November, 2014. <http://www.esri.com/software/arcgis/community-analyst>.

4 Louisiana Department of Transportation and

Development, "Level of Service Definition," accessed November 2, 2014, <http://www.i69dotd.com/DEIS/Appendix/Level%20of%20Service%20Definitions.pdf>.

5 Transportation Injury Mapping System, accessed November, 2014, <http://tims.berkeley.edu/tools/srts/main.php>.

6 City of San José, *Envision San José 2040 General Plan*. P.18.

7 City of San José, *Envision San José 2040 General Plan*. P.18.

8 Beth Martin, "Interview with Needle in the

Groove Business owner," In-person Interview in San Jose, October 15, 2014.

9 SPUR, Karen Steen, ed. "Freedom to Move: How the Santa Clara Valley Transportation Authority Can Create Better Transportation Choices in the South Bay", 2014. (Accessed September 28, 2014) http://www.spur.org/sites/default/files/publications_pdfs/SPUR_Freedom_to_Move.pdf.

10 Valley Transportation Authority, "VTA Transit Service Plan FY 2014-FY 2015," 2013 (Accessed October 5, 2014) <http://www.vta.org/sfc/serv-let.shepherd/version/download/068A0000001FZVM>.

11 City of San José. *San José Bike Plan 2020*, 2009.

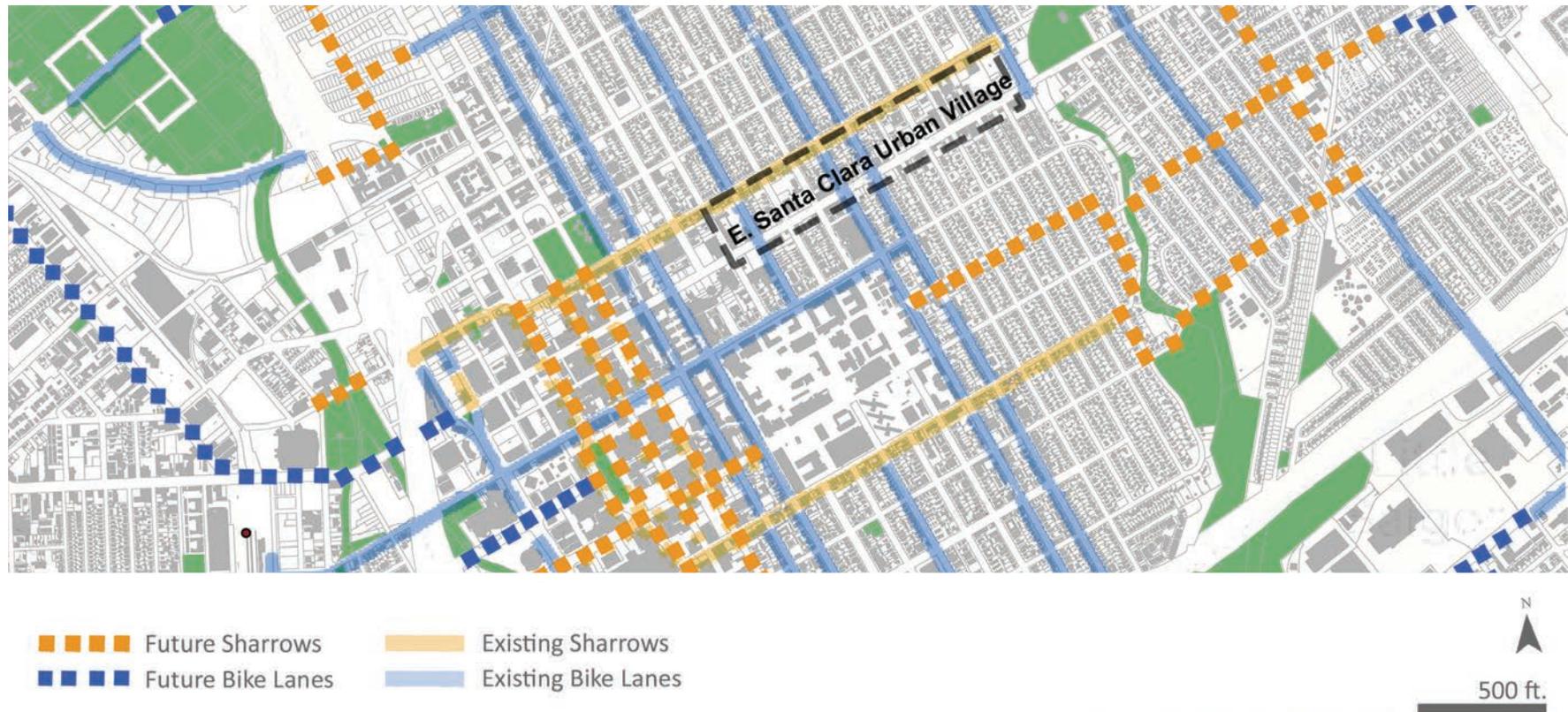


Figure 5.16 – Regional Future Bike Plan. No bike lanes are currently proposed along East Santa Clara Street. Data from the City of San Jose, "San Jose Bike Plan," 2009.

12 City of San José. *San José Bike Plan 2020*, 2009.

13 Transportation Injury Mapping System, accessed November, 2014, <http://tims.berkeley.edu/tools/srts/main.php>.

14 Valley Transportation Authority, *VTA Transit Service Plan*, 2013 (Accessed October 20, 2014) http://131.103.70.39/brochures_publications/pdf/atstp.pdf.

15 Valley Transportation Authority, "Santa Clara-Alum Rock BRT Project," Valley Transportation Authority, 2014. (Accessed October 20, 2014) vta.org/projects-and-programs/transit/santaclaralum-rock-brt-project.

16 SPUR, Karen Steen, ed. "Freedom to Move: How the Santa Clara Valley Transportation Authority Can Create Better Transportation Choices in the South Bay," 2014 (Accessed September 28, 2014) http://www.spur.org/sites/default/files/publications_pdfs/SPUR_Freedom_to_Move.pdf.

17 Valley Transportation Authority, "Future Phase," 2014. (Accessed November 25, 2014) <http://www.vta.org/bart/stationsfuturephase>.

18 Valley Transportation Authority, "Future Phase," 2014. Ibid.

19 The League of American Bicyclists. "Current Bicycle Friendly Communities 2013," 2013 (Accessed October 3, 2014) http://bikeleague.org/sites/default/files/Fall2013_BFCMasterList.pdf.

20 City of San José, "Coyote Creek" (Accessed October 23, 2014) <http://www.sanJoseca.gov/index.aspx?NID=2821>.

21 City of San José, "Coyote Creek Trail Master Plan: Montague Expressway to Watson Park/Highway 101," 2011. (Accessed September 28, 2014) <http://www.sanJoseca.gov/DocumentCenter/View/12914>.



“I am proud to have public art here in our community like the sculpture about the legacy of Tommie Smith and John Carlos, Olympians at the Mexico City 1968 Olympics. They stand in solidarity for justice, dignity, equality and peace. They were students at San José State University and Tommie Smith lived here in our neighborhood on 11th and East Santa Clara. Public art empowers and encourages me.”

—Isabel Juana Zamora-Brewer, SJSU Art Student, Neighbor



CHAPTER 6

ENGAGING THE PUBLIC IN DEVELOPMENT OF THE URBAN VILLAGE PLAN

Community input is a necessary component of an asset-based approach to community planning. The graduate students collaborated with CommUniverCity and Planning Division staff to organize a series of community workshops for gathering public opinion on what should or should not be developed along East Santa Clara Street. The students engaged residents using a series of creative outreach and facilitation techniques, and gathered valuable feedback from the wide array of stakeholders along this vital corridor.

6.1 East Santa Clara Street Community Workshops

Preparation of the *East Santa Clara Street Urban Village Plan* will be a two-year process informed by a series of community workshops. The first of these took place in November 2014, where the City of San José solicited input from community members

on how they envisioned future growth along the corridor. The second workshop took place in April 2015. At this session, the City presented the synthesized community input from the November workshops in the form of draft land use plans and urban design guidelines. The third and fourth workshops are scheduled for fall 2015 and spring 2016, when community members will review a completed Draft Urban Village Plan and will discuss proposed zoning changes to implement the plan. The City Council is anticipated to adopt the final *East Santa Clara Street Urban Village Plan* during the first half of 2016.

At the start of the second workshop, a revised East Santa Clara Street Urban Village study area map (Figure 6.1) was introduced with a slightly larger boundary than previous iterations that includes a two-block area just north of SJSU. This new boundary was decided upon after workshop

attendees expressed a clear desire for stronger connections between the East Santa Clara Street Urban Village planning area and the University. Extension of the boundary to include these two blocks will facilitate the implementation of integrated transitions between the East Santa Clara Street corridor and the SJSU campus.

The first session in the fall 2014 workshop series was held at the Roosevelt Community Center, a large public facility located just beyond the eastern boundary of the study area. For the second session, City staff selected the Dr. Martin Luther King, Jr. Library, located near the western portion of the study area. These locations were chosen for their ability to ‘bookend’ the Urban Village area, and allowed participants to choose a session that suited them best, geographically.

The workshops were hosted by

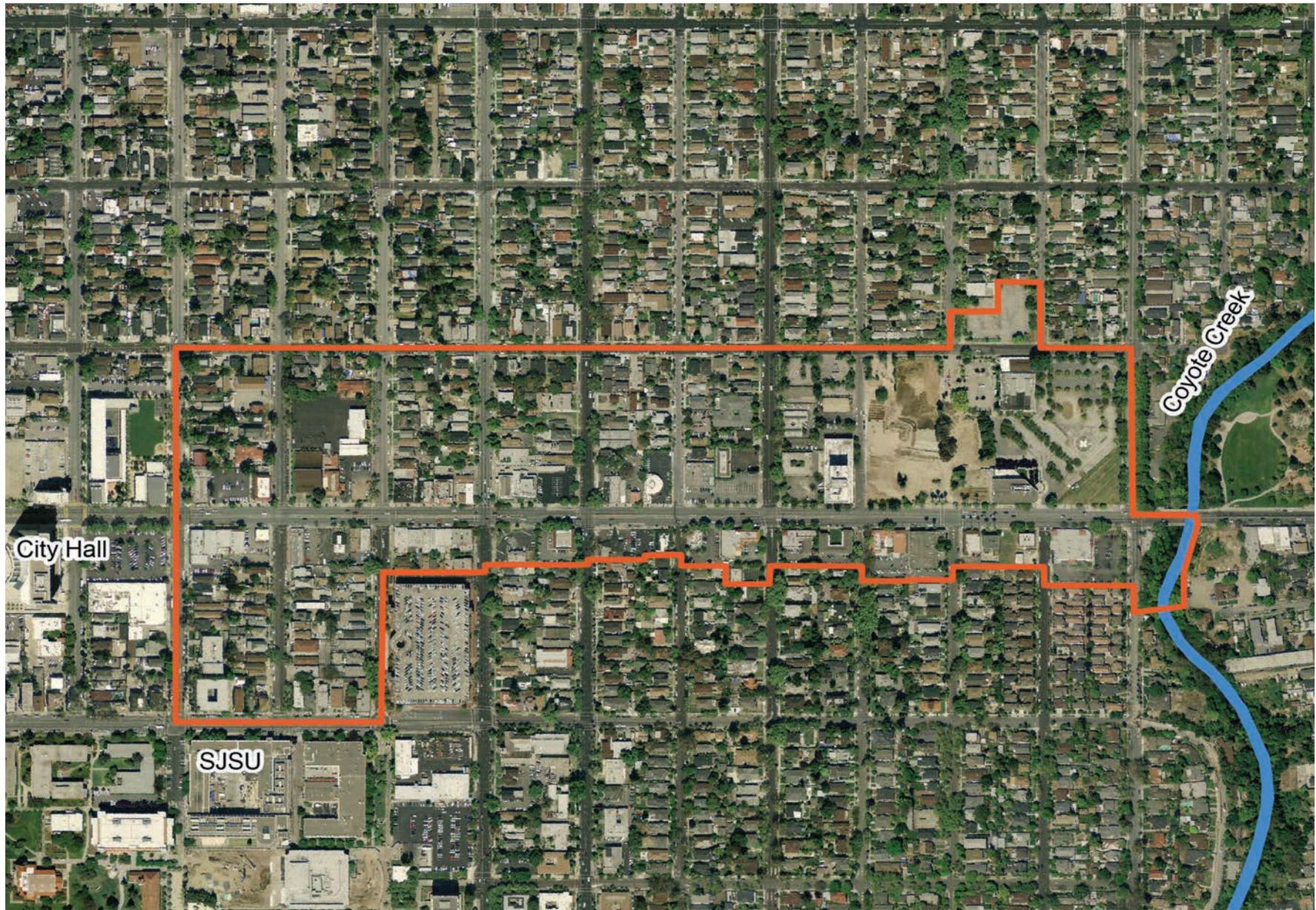


Figure 6.1 - Site Map. The updated boundary for the East Santa Clara Street Urban Village planning area, including the extension between 8th and 10th Streets to East San Fernando Street and SJSU, lower left.

CommUniverCity and showcased collaboration between City staff, students and faculty from SJSU, local artists, and residents. Facilitators guided discussions on the topics of density, land use, and building heights, and documented all findings. For examples of workshop agendas from the November 2014 and April 2015 Workshops, see Appendix D.

WORKSHOP #1: GETTING TO KNOW EAST SANTA CLARA STREET

The three partners (the City of San José, CUC staff members, and the SJSU students and faculty) hosted two sessions of the first community workshop in November 2014. The goals of the workshop were to provide information about the Urban Village planning process (Figure 6.2) for the East Santa Clara Street study area and the potential for this planning process to transform that area. These workshops also provided an opportunity to learn about residents' experiences with current challenges and their future visions for this area. Additionally, these partners wanted to better understand participants' comfort levels both with particular building uses and heights of possible new development, and with more dense urbanization of the corridor, overall.

WORKSHOP #2: SOLICITING FEEDBACK ON FUTURE URBAN FORM

The primary objective for the April 2015 workshops was to gather input from the residents about a concept land use plan created jointly by City staff and Bottomley Associates, based on feedback received at the November 2014 workshop. This provided an opportunity for City staff to hear directly from community members

about their responses to urban form concepts, building design, and abutting land uses. Since most busy residents often do not become aware of specific project building heights or parking requirements until construction starts, this community workshop was an opportunity for local residents and business owners to meaningfully participate in crafting the draft *East Santa Clara Street Urban Village Plan*.



Figure 6.2 - Workshop Kickoff. City of San José Planner III, Matt VanOosten, presenting the Urban Village concept during Workshop #1 at the Dr. Martin Luther King, Jr. Library. Photograph courtesy of CommUniverCity.

6.2 Encouraging Active Participation

“MEET PEOPLE WHERE THEY ARE”

The in-depth stakeholder analysis (described in Chapter 3 of this report) proved to be a great launching pad for designing a comprehensive public outreach strategy; this included door-to-door flyering, video interviews with local residents and business owners, collaboration with a public engagement artist team, and frequent informal conversations with local leaders at community meetings, the farmers’ market, and bus stops. A particularly proactive effort was made to invite historically under-represented groups including teenagers, members of the local Hispanic and Vietnamese communities, and SJSU students.

Additionally, online outreach tools Trimble, NextDoor, and Facebook were introduced as methods for people who live in and around the East Santa Clara Street corridor to participate in the planning process. The following sections briefly describe the approaches undertaken to connect with a wide variety of stakeholder groups.

BUSINESS OWNERS/PATRONS

Business owners were invited to the workshop through door-to-door flyering (See Appendix E) and phone banking. Most business owners expressed interest in attending the workshops, and several described their vision for the corridor. In addition, assessment team members attended meetings held by the East Santa Clara Street Business Association,

the South University Neighborhood (SUN) Association, and the 13th Street Neighborhood Advisory Committee (NAC). Each meeting provided an opportunity to announce details about the upcoming workshops.

RESIDENTS

Rather than relying solely on the conventional postal invitations from the City, the assessment team sought to connect more personally with the residents of the study area, guided by the motto, “Meet People Where They Are.” This included leaving flyers under doormats and lingering on East Santa Clara Street to strike up conversations with passersby (Figure 6.4) as well as calling households on the phone.



Figure 6.3 - Business Owner. This man owns a medical supply store on East Santa Clara Street and shares his ideas with an interviewer. Photograph courtesy of CommUniverCity.



Figure 6.4 - Outreach in Action. A resident (left) of a neighborhood in the East Santa Clara Street study area expresses his concerns about the corridor to members of the graduate student assessment team.

FAITH GROUPS

Faith groups represent how communities can be united spiritually as much as geographically, and afforded an opportunity to reach stakeholders that might not otherwise frequent East Santa Clara Street on a regular basis. Students waited near church entrances on Sundays to distribute flyers and invited members of the clergy to neighborhood meetings. Casual conversations with staff of Our Lady of La Vang Parish and the pastor of St. Paul's United Methodist Church (Figure 6.5) proved to be constructive, and members of both parishes attended the meetings.



Figure 6.5 - Local Clergywoman. Jennifer Goto, pastor of St. Paul's United Methodist Church, ministers to many resident members of this local church.

CHILDREN

Most municipal planning processes overlook children for contribution of their perspectives, inadvertently excluding sizeable a portion of the community. Active participation by children in the neighborhood planning process can reveal these conventionally overlooked perspectives since the children are virtual “captives” in their neighborhood, given their limited mobility options. Several children were interviewed (Figure 6.6) about what they to want to see along East Santa Clara Street. The young interviewees were forthcoming and astute in their observations about their physical surroundings as well as their ideas for improvements to the neighborhood.



Figure 6.6 - A Child's Perspective. A young boy living near East Santa Clara Street would like to see taller buildings and places to get ice cream in his neighborhood.

STUDENTS AND YOUNG ADULTS

Outreach efforts to connect with SJSU college students included posting flyers at student dormitories, the student union, and on departmental bulletin boards as well as having casual conversations with students at popular student hangout spots (Figure 6.7). CUC also hosted a focus group of freshmen at Cristo Rey High School, which was attended by 33 social studies students. Aerial photos and snapshots of corridor scenes provided conversation prompts to draw out student views, aspirations and priorities for the future of the neighborhood.

These findings helped inform the key workshop takeaways which will be presented in Chapter 7 of this report.



Figure 6.7 - Not Yet a College Town. These two diners at a restaurant on East Santa Clara Street express their desire for more casual hangout spots near campus.

6.3 Creative Engagement

In an effort to bridge the divide between government process and public participation, the planning team wanted to introduce engagement methods that were less formal and more fun. Traditional interviews are a great way to collect data and perform outreach, however people are often more honest if they are at ease. A video featuring interviews of people along East Santa Clara Street (Figure 6.8) along with a montage of different scenes of the corridor, and postcards of renderings prepared by local artists were used as supplemental engagement tools to broaden the public outreach process.

VIDEO

Each workshop opened with a five-minute video featuring in-person interviews with business owners, residents, and pedestrians



Figure 6.8 - Recording Public Opinion. A local resident, left, is interviewed by a member of the assessment team.

along East Santa Clara Street, focused on current challenges and future aspirations for the area (Figure 6.9). These interviews were intercut with footage of scenes along the corridor showing how people use the sidewalks, access public transportation, and engage in their daily lives.

Interview questions were tailored to solicit general opinions, ideas of existing conditions,

a sense of daily activities, and visions for the future development of East Santa Clara Street. See Appendix F for a listing of interview questions used in each video. The videos were designed in order for residents to recognize themselves and their neighbors, fostering an inviting and inclusive environment at the facilitated community workshops.



Figure 6.9 - Faces of East Santa Clara Street. More than 20 community members from the East Santa Clara Street Urban Village study area were interviewed for the video series.

ARTIST POSTCARDS

The City of San José enlisted a team of local artists to engage the public’s imagination in the East Santa Clara Street Urban Village planning process. Mary Rubin, Project Manager for the Public Art Program, led three local artists in creating a strategy to engage the community. Empowered by the belief that the public process should be both speculative and playful, the artist team designed a series of postcards (Figure 6.10) featuring artist renderings of the diverse members of the East Santa Clara Street study area. Questions on the back of these postcards invited readers to think more closely about their visions for the future Urban Village.



Figure 6.10 - Mirror Images. Artist rendering of community members in the East Santa Clara Street Urban Village study area. Angela and Richard Upton hold the artist-rendered comment postcard of themselves. Photograph by Robin Lasser.

The postcards were used to spur activity at the community workshops and will be distributed through strategic placement of a moveable kiosk. This kiosk (Figure 6.11) serves as “postcard stations” where passersby can stop, look at the postcards, write down their thoughts on the postcards,

and either share them with a neighbor or drop them into a mailbox. The collected postcards will form the foundation of a forthcoming art project spotlighting the East Santa Clara Street Urban Village, and are included in the qualitative analysis in Chapter 7.



Figure 6.11 - Postcard Kiosk in the Community. A kiosk at Roosevelt Community Center was used to collect ideas from neighbors. Photograph courtesy of East Santa Clara Street Postcard Artist Team.

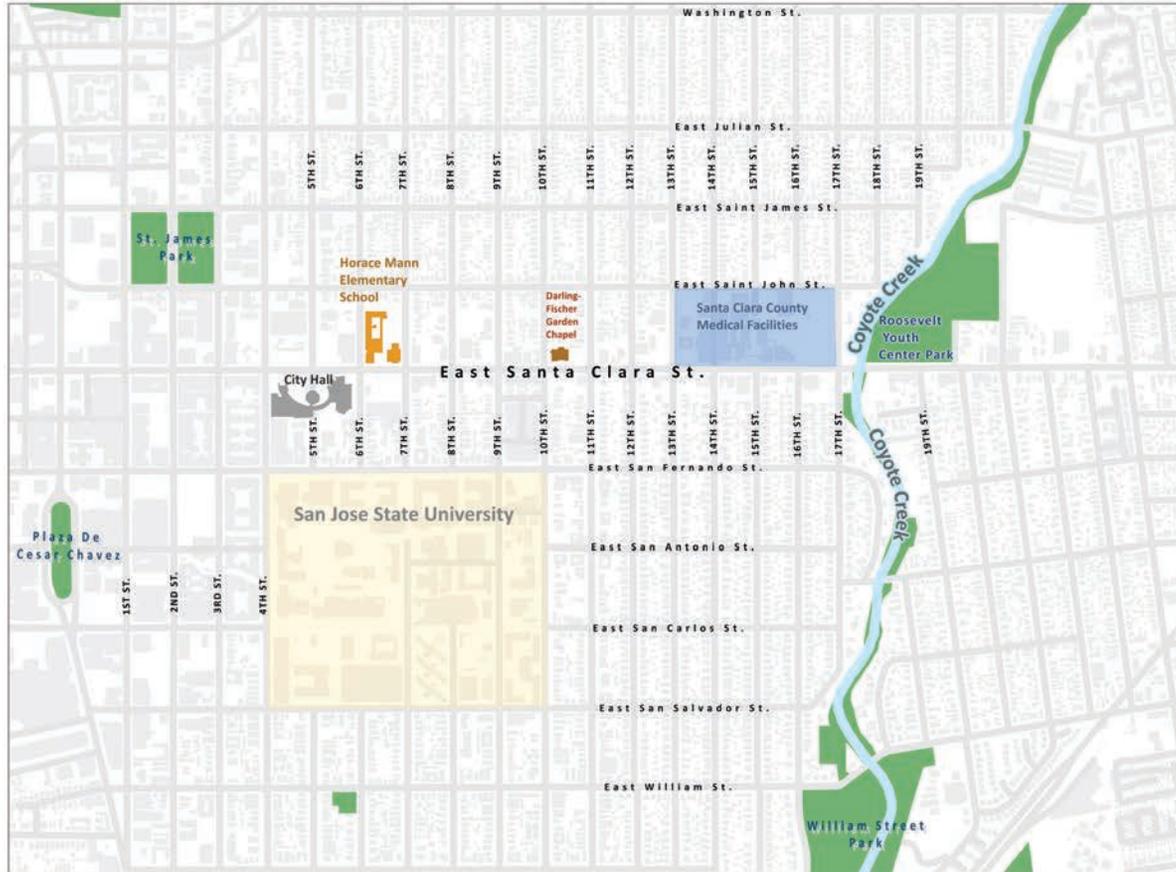


Figure 6.12 - Workshop Participant Engagement Map. Sample of a map used at one of the East Santa Clara Street Urban Village community workshops. Participants placed a push pin marking where they came from that evening. Map source: City of San José GIS Data.

6.4 Workshop Engagement Tools

The workshops provided an opportunity for community members to become familiar with an urban village, to experiment with designing building layouts, and to visualize an activated and vibrant neighborhood district. Each consecutive workshop built on community input from the preceding East Santa Clara Street Urban Village workshop(s). Both workshops featured keynote addresses by elected officials, including San José Mayor Sam Liccardo and District 3 Councilmember Raul Peralez. Residents were also encouraged to place a push pin on a map (Figure 6.12), marking where they came from that evening. This gave residents a chance to familiarize themselves with the extent of the study area and to set the tone for the hands-on participation to follow.

WORKSHOP #1 GUIDED DISCUSSION

Facilitators engaged residents in questions pertaining to land use, building heights, transportation, parks, housing and jobs, and what residents would like to see stay the same or change within the Urban Village boundary (Figure 6.13). Note takers documented the words and ideas of residents during this discussion, an important component of the qualitative analysis summarized in Chapter 7. A full list of questions can be found in Appendix G.

“DESIGN YOUR STREET” EXERCISE

This urban design activity contained two base maps of different properties on East Santa Clara Street, as well as a number of overlay designs that could be placed on top of the base maps to display future development ideas such as

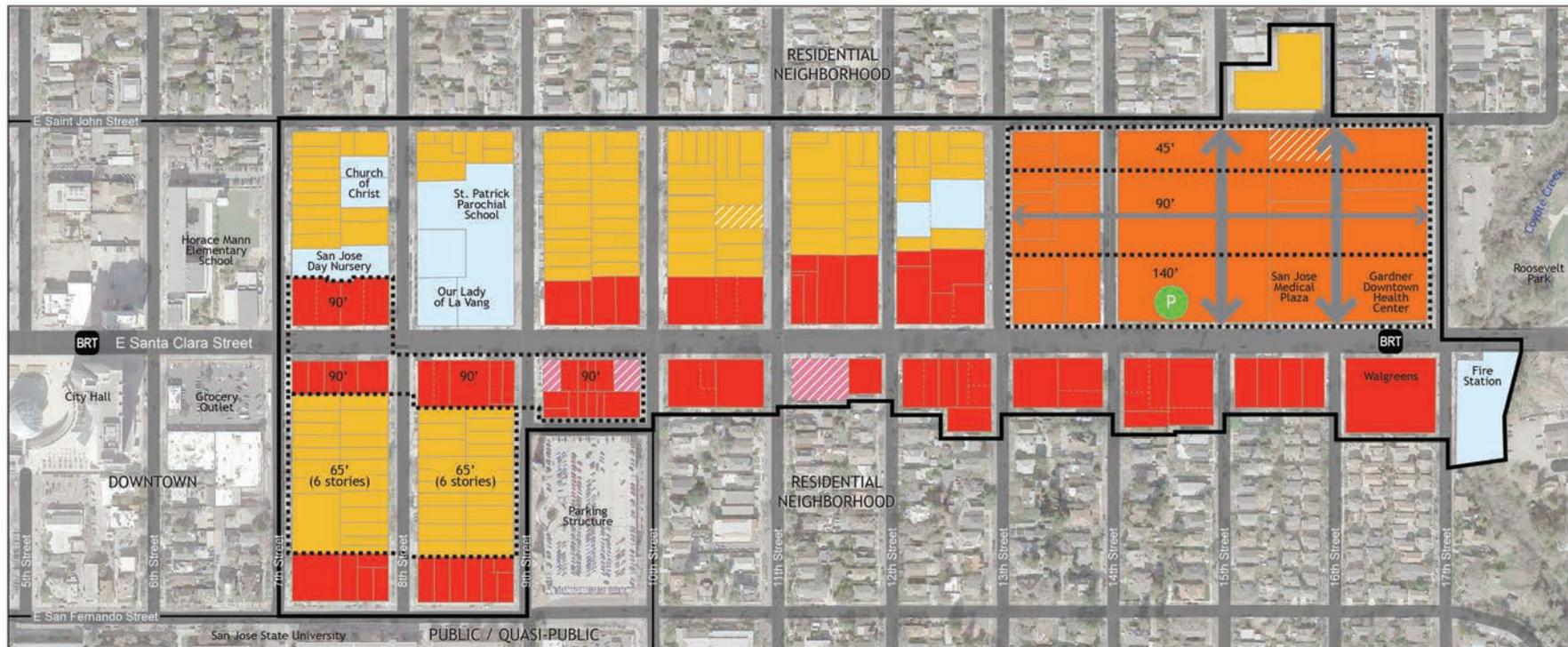
residential, office, mixed use, and open space designs, at various heights (Figure 6.14). This exercise was highly successful as a way for workshop participants to explore the types of building uses and heights they liked and with which they were comfortable. The materials for this exercise can be found in Appendix H.



Figure 6.13 - Tabletop Discussion. A graduate urban planning student facilitator (seated, in white shirt) leads a table discussion while the note-taker (standing) looks on. Photograph courtesy of CommUniverCity.



Figure 6.14 - Gauging Design Possibilities. A student facilitator (holding up the picture) leads the “Design Your Street” exercise for the table discussion, while the note taker (standing) records feedback. Photograph courtesy of CommUniverCity.



Note: All heights shown on map are maximum heights

- | | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> Urban Village <ul style="list-style-type: none"> - 65' height limit unless otherwise noted - Step down to 45' height adjacent to single family residential - 30 - 175 du/ac - Ground floor retail required along E Santa Clara - Upper floors residential or office
 Urban Residential <ul style="list-style-type: none"> - 45' height limit unless otherwise noted - 3 story maximum unless otherwise noted - 30 - 90 du/ac | <ul style="list-style-type: none"> Mixed Use Commercial <ul style="list-style-type: none"> - Height limits as shown - 30 - 250 du/ac - 0.5 FAR minimum commercial development - Ground floor retail required along E Santa Clara - Upper floors residential or office
 Neighborhood / Community Commercial
 Public / Quasi-Public <ul style="list-style-type: none"> - Allowed anywhere in Urban Village Plan Area | <ul style="list-style-type: none"> Historic to Preserve Urban Village Plan Area Boundary General Plan Boundaries Special Height Limit Areas New Local Street New Pedestrian Way Required (exact location TBD) Public Open Space Required (exact location TBD) Future BRT Stop |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Figure 6.15 - Draft Land Use Concept Plan. This draft plan, developed by Bottomley Associates in collaboration with the City of San José, served as the focus for table discussions in Workshop #2. Map by Bottomley Associates, courtesy of City of San José.

WORKSHOP #2 DRAFT LAND USE PLAN

The City distilled the findings from the “Design Your Street” exercise at the first workshop and worked with urban design consultant, Terry Bottomley to produce a comprehensive plan showing the concepts for land uses and height limits within the Urban Village boundary (Figure 6.15). This helped shift the focus from “big picture” aspirations for the corridor to the particulars of urban design topics such as appropriate building heights, building setbacks, density, and transitions between adjacent land uses. Facilitators worked alongside city planners to help guide residents through the technical details of the plan, and then documented their comments on flip-charts.

BLOCK EXERCISE

Blocks were prepared (Figure 6.16) to represent buildings of various heights and orientations, scaled to align with aerial photos (Figure 6.17) of four opportunity sites along East Santa Clara Street. The blocks and aerial photos were paired with a photo-based “menu” that presented images of what the blocks could represent. For example, a five-layer block could reflect a five-story mixed use building with its primary façade on East Santa Clara Street and with stepped down heights approaching the residential cross street.

The legends included photo results from the “Design Your Street” exercise at the

previous workshop, intended specifically to create a sense of continuity between the activities, and to remind attendees that their feedback is important to the evolving urban village planning process. Examples of materials for this exercise can be found in Appendix I.

Because the City’s planners are especially interested in building height and massing preferences to help shape the urban village standards for this corridor, feedback from the two-dimensional concept land use map and the three-dimensional activities will be highly valuable. By understanding the residents’ preferences, the City planning staff will continue refining the land uses and appropriate building heights and densities for the future plan.



Figure 6.16 - Photograph of Block Exercise Preparation. SJSU Urban Planning graduate student members of the assessment team assemble scaled buildings for the three-dimensional “Design Your Street” block exercise.



Figure 6.17 - Aerial Image of Potential Opportunity Site. This aerial photo shows a parcel along the corridor with development potential. Workshop participants could place and arrange blocks (structures) on the scaled image to simulate possible changes. Map source: City of San José.



Figure 6.18 - How do You See Your Home Neighborhood? This playful graphic served as part of the second children's activity during the April 2015 workshops.

6.5 Planning Activities for Children at the Workshops

In addition to the activities planned for the adult workshop attendees, activities for children were also provided. The first activity was a mental mapping exercise. Using a simple street grid of the East Santa Clara Street corridor drawn on butcher paper with orienting landmarks of San José City Hall at the west end and Coyote Creek at the east end, facilitators were prepared with “place-focused” questions to guide children through the exercise. The children were encouraged to mark, color, or draw their thoughts and ideas on the map. A complete list of questions can be found in Appendix J.

The second children’s activity focused on pathways and modes of transportation, rather than specific places. A colorful graphic (Figure 6.18) was designed by the graduate student team, displaying questions or prompts that encouraged children to draw their paths to places within their neighborhood, and to indicate their modes of transportation. Paths could either be drawn on the mental map, or on a separate enlarged aerial photo of the East Santa Clara Street corridor.

The final activity available for children was a unique set of coloring pages produced by enhancing photos of sites on East Santa Clara Street taken by the assessment team during the data collection process. The coloring pages were a simple activity to have on hand for younger children. See Appendix K for examples of coloring pages.



“When I first opened my thrift boutique on E. Santa Clara Street, there were a lot of displaced people who needed support. I began the ‘Dress for Success Program’ for people trying to get it right, interviewing for jobs, or going to court. I make sure they have what they need. I produced a street fashion show to bridge the gap between business and the community—to help bring some pride and fun to activate our corridor. My mantra is ‘you won’t leave this place the way you came.’ Business for peace and love truly shapes community. That is my dream for our new Urban Village.”

—Chris Patterson-Simmons, Owner/Designer of Neu2u Thrift Boutique



CHAPTER 7

FUNNELING FEEDBACK INTO THE URBAN VILLAGE PLAN

Armed with new insights into the community's concerns and aspirations, the graduate students began synthesizing the numerous channels of information. This involved reflecting on workshop outcomes, visualizing citizens' comments, and rethinking the City's feedback mechanism.

After a detailed analysis of workshop outcomes and community feedback, the assessment team drafted a set of policy recommendations that centered on transforming East Santa Clara Street into a neighborhood that meets the vision of both the City and of the community, as a whole. These are summarized in Chapter 8. First, this chapter provides a critique of community outreach efforts undertaken during this year-long assessment.

7.1 Community Workshops - What Have We Learned?

ATTENDANCE

Turnout for both the November 2014 and the April 2015 workshops exceeded the City planners' expectations. The November workshops were attended by 130 community members, 25 of whom also joined the more than 100 participants at the April workshops. Attendance was unevenly distributed among the sessions. [Figure 7.1](#) reveals a sharp downturn in attendance at the Dr. Martin Luther King, Jr. Library between November and April, while Roosevelt Community Center sessions experienced a comparable turnout for each period. This could largely be due to timing, for while both the 2014 and 2015 Roosevelt Center workshops were held at similar times (weekday evenings at 6:00 p.m.), the King Library sessions were moved from a weekday evening at 6:00 p.m. to a weekend morning at 10:00 a.m.

DEMOGRAPHICS

At both workshops, large aerial maps were displayed near the registration desk, inviting visitors to pin the location where they live or work (see [Figure 7.2](#)). This simple exercise provided a visual overview of where the attendees came from and a means of gauging the success of outreach efforts. The aerial map revealed that most attendees at the Roosevelt session live in nearby Naglee Park, many of whom are retired homeowners and tend to champion safety, cleanliness, and walkability, as well as cautious support for dense mixed-use redevelopment of East Santa Clara Street.

The first workshop saw active participation at both tables provided for Vietnamese-language speakers and for Spanish-language speakers. At the second workshop, the tables with Spanish-speaking and Vietnamese-speaking facilitators remained empty throughout the evening.



7.1 - Attendance Matrix. Attendance dropped off significantly at the Dr. Martin Luther King Jr. Library workshops. About 12 percent of attendees attended multiple workshops.

OUTREACH EFFECTIVENESS

By using the ‘warm-up’ question, “How did you hear about this workshop?” at the start of the table discussions, it was discovered that most attendees received news of the workshops through a neighborhood mailing list. This was particularly true of the Roosevelt session, where we learned that many attendees subscribe to a monthly neighborhood newsletter.

Although neighborhood associations were well-represented, relatively few business owners attended the workshops. As expected,

flyers proved to be less effective at getting people to come to the workshops than personal invitations. After 120 hours of door-to-door flyering, perhaps twenty residents came to the meetings based solely upon receiving a flyer. Despite the low rate of return, flyering was an important step in reaching out to people who might not otherwise be attuned to meetings related to their neighborhood. One gentleman from 5th Street heard about the workshops after the students, in an effort to rid themselves of excess flyers, ventured beyond their designated outreach boundary and onto his street.

At the start of the workshops, many of the attendees were able to see themselves or recognize a neighbor in either the introductory video or the artist postcards of community members. The result was a friendly and familiar workshop setting that allowed for a freer and more relaxed discussion. Students enjoyed engaging directly with people they had personally invited, ultimately helping to foster a sense of camaraderie between the student facilitators and workshop participants.

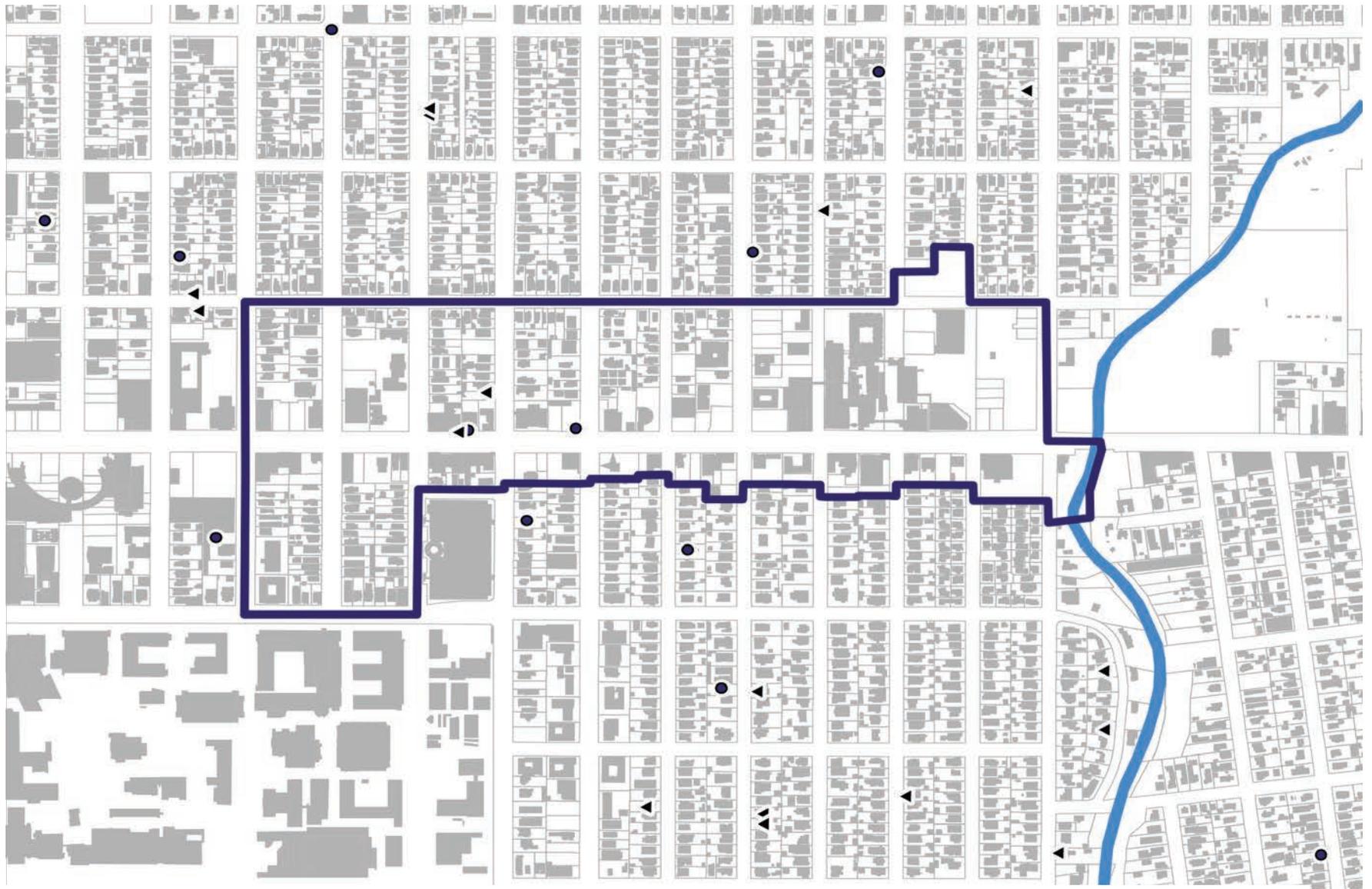


Figure 7.2 - Geo-coded Pin Map from Workshop #2. *Unsurprisingly, most people attended the meeting closest to their home.*



COMMUNITY ENGAGEMENT TECHNIQUES

Workshop #1 – (November 2014)

The following elements were definite successes and should be repeated at future urban village workshops.

- The student video was highly successful in setting a warm tone for the meetings, and showing how the students had sought to immerse themselves in the people and places of East Santa Clara Street.
- Artistic ice-breaker activities (Figure 7.3) continued this tone, and allowed residents to express what they loved and valued within their neighborhood.
- Hands-on visual exercises served as a way for participants to easily understand planning terms and concepts for the Urban Village planning process. Attendees were able to understand and put an image to terms such as “setbacks” and “mixed-use.”
- Student facilitators acted as ambassadors for the City’s planning approach and created a warm environment for discussion.
- Assigned tables for attendees helped disperse groups of attendees familiar with each other and encouraged them to meet new neighbors.

- Café-style decorations created a warm and welcoming atmosphere.

The following elements presented challenges and would need refinement before future implementation:

- More aggressive Spanish language outreach, as very few Spanish-speaking community members attended the meetings.
- Promotion and use of the web-based engagement site Trimble Feedback. More time should be devoted to explaining its purpose and functionality.
- Community Walking Tour could use better publicity and take place later than 9:00 a.m. on a Saturday, as many people expressed a preference to sleep in (similar issues arose with the Saturday morning session of Workshop #2).

The following ideas were proposed for possible future implementation:

- Interim artistic intervention: postcard kiosks could help continue the dialogue among residents between planning workshops. (This has been recently implemented)
- Outreach to Horace Mann Elementary students and their parents.

Assessing the strengths and successes (as well as the challenges and shortcomings)

of the fall workshops was an instrumental part of planning for the spring workshops.

Workshop #2 – (April 2015)

Hands-on visual exercises played a consistent role throughout the two-hour workshop, each tailored to the specific stage of Urban Village planning that was taking place in the community at that very moment. The graduate students nonetheless faced some challenges when communicating the scope of the exercises to the participants.

- The Draft Concept Land Use Map (Figure 7.4) - This map caused a degree of confusion among participants. This could have been mitigated by using transparency layers to reduce “data overload” and reinforce the conceptual nature of the map.



Figure 7.3 - Photographic Panorama. A participant interacts with one of the workshop activities, a continuous panorama of photos depicted both sides of East Santa Clara Street.

- “Design Your Street” Block Exercise - Workshop participants enjoyed placing and manipulating blocks on the exercise maps (Figure 7.5), and providing feedback on building heights, setbacks, and density. However, the aerial base map caused some confusion due to the differing scales between this and the Draft Concept Land Use map. The legends for this exercise were instrumental in understanding that abstract block structures could represent buildings, but it would have been helpful to have these references more apparent within the exercise.



Figure 7.4 – Workshop Facilitation. A resident points out his concerns on the draft concept land use map at workshop #2. Photograph by Andrew Nguyen.

- “Pin Your Address” Introductory Exercise - The aerial photograph for this exercise worked well in welcoming attendees at the start of the workshop. Most residents could easily identify where they lived or came from. The map will be more effective with the inclusion of nested images of familiar sites along East Santa Clara Street such as the Grocery Outlet, Arco Gas Station, and the County Medical site.
- City of San José planning staff - While the presence of a city planner at each table is invaluable for the small group discussions, their roles need to be better defined in the future. This will aid in more effective facilitation from those guiding the discussion and successful communication between the graduate school facilitators and planning staff.



Figure 7.5 – Massing the Block. Many residents preferred to pull the blocks apart and create their own structures.

7.2 Key outcomes From 2014 and 2015 Workshops

WORKSHOP #1 – (NOVEMBER 2014)

Historic and Neighborhood Preservation: Workshop participants want to preserve historical buildings and unique small stores on East Santa Clara Street. One group liked the small shops between 9th and 10th Streets on East Santa Clara Street. Another group specified that they liked the locally owned shops, such as Needle to the Groove or Tofoo Com Chay.

In addition, participants wanted to keep old Victorian homes and historic buildings. Two groups pointed out the importance of preserving the old pharmacy, both its building and signage, located at 10th and East Santa Clara Streets. Ultimately, these preservation efforts can enhance the unique character of the corridor and increase pride in community identity.

Building Density and Heights: Generally speaking, most residents feel comfortable with a higher level of density along East Santa Clara Street, although opinions on building heights and appropriate placement along the corridor varied by discussion group. Almost every discussion group mentioned the desire for mixed-use development with restaurants, shops, and cafés on the ground floor, and a mix of

office and residential uses above. A group discussed that the bottom floor uses should provide goods and services addressing residents' daily needs.

In terms of building heights, participant groups were comfortable with a range of heights from two or three stories to four or six stories. Some people expressed that they liked the height and feel of Castro Street in Mountain View, while others pointed out the potential for 12-15 story buildings along the corridor in select locations.

Small Parks Evenly Distributed and Adequate Greenery: Participants referenced the need for small open spaces scattered throughout the study area, such as rooftop gardens and pocket parks where people can gather, play, and socialize. Residents overwhelmingly expressed interest in having more green space incorporated into their neighborhood through parklets, paseos, and small pocket parks, along with connectivity between these spaces.

One group specified that they would not like an urban farm or community garden, thinking it could take up too much valuable development space. One group said they would like to have a community garden, but wanted the City to partner with another group (such as Veggielution) to ensure sustained maintenance. Some groups referenced

the importance of having accessible green spaces, with one group desiring a community garden at Horace Mann Elementary School that could be open all year round.

Almost all groups referenced the need for adding greenery and trees throughout the study area. One group said that trees are necessary to make a "shaded canopy" and a more enjoyable experience for pedestrians on East Santa Clara Street. Yet another group recommended adding urban landscaping, plants, and shrubs that could attract birds and butterflies. Many participants also mentioned the desire for comfortable and attractive public seating.

Coyote Creek: Residents wanted improved access to Coyote Creek via trailheads from Roosevelt Park. For many, the topic of conversation was intensifying the ecological value of Coyote Creek as an asset for the East Santa Clara Street Urban Village.

Coyote Creek is seen as a positive asset for the area once it is cleaned and restored, and after improved access through the installation of pedestrian bridges and trail connections. Coyote Creek is currently "underutilized," and workshop participants recommended that more parks or trails be built to maximize its potential for local recreation.

WORKSHOP #2 – APRIL 2015

Mobility Options: There was substantial support for multi-modal transportation, with residents mentioning walkability, as well as bike-ability and public transportation access, as important for the East Santa Clara Street Urban Village. Residents would also like to meet their daily needs without having to use a car by including more retail and commercial opportunities along the corridor. Additionally, as development attracts additional residents and visitors to the area, community members are concerned about the availability of vehicle parking.

Affordability and More Daily Destinations: A key topic was the need for affordable housing and affordable business space within the study area. Residents also desire more gathering places, including street-side seating, where they can connect with their neighbors and friends. Also important to many residents is the preservation and enhancement of “Mom-&-Pop” businesses along the corridor that provide opportunities for local shopping, dining, and leisure activities, as well as increased support for the local farmers’ market. Many attendees expressed a desire for greater visitation by SJSU students. A number of participants suggested that the provision of free, accessible, fast-speed wireless Internet service in the neighborhood, or along the corridor where people congregate, would be a positive addition to

the area and attract students to shop and linger.

Safety: Residents expressed concern regarding the safety of their community, especially at night. Often-cited safety concerns include gang activity, drug use, homeless individuals, poor street-lighting, and speeding cars along East Santa Clara, 10th, and 11th Streets.

Homeless Residents: Workshop participants feel genuine concern over the health and welfare of the area’s unsheltered residents, with one business owner suggesting a local “sweat equity” program.

San José State University (SJSU): A common thread running throughout the community workshops was the desire for increased connectivity to SJSU. Ideas to achieve this include providing more businesses that welcome students such as inexpensive local restaurants, cafés, informal gathering spaces, shops, and bookstores.

RECURRING TRENDS IN COMMUNITY FEEDBACK

While the feedback from the two community workshops exhibit a few differences, they also reflect numerous similarities and consistent trends, as shown in [Figure 7.7](#). For example, residents have consistently expressed the need for more green and open space along East Santa Clara Street that could be used for recreation and social gathering. They yearn

for safe and enjoyable places such as parks, paseos, pocket-parks, and improved creek trails to gather, play, and socialize.

“I would like to see parks, plazas, and other places where family and friends can spend quality time.” Resident of San José

In addition to outdoor gathering places, the community continues to support mixed-use development and welcomes a more expansive set of retail options. Business and Economic Development was a popular topic at the second workshop, where people could match their retail wishes with a proposed land use designation. Specifically, residents continually communicated their wishes for businesses along the street that could meet their daily needs and provide opportunities for local shopping, dining, and leisure activities. It is important to note, however, that residents are also concerned about the availability of parking places as the urban village develops.

“I need a place I can walk to get an ice cream cone with my kids or a glass of wine with a friend.” Resident of San José

Many residents also emphasized the importance of preserving their neighborhood’s character, safeguarding local mom and pop businesses, and improving public safety along East Santa Clara Street.



Figure 7.6 - Active listening. *Two graduate student facilitators at Workshop #2 listen to resident ideas. Photograph by Cindy Duong.*

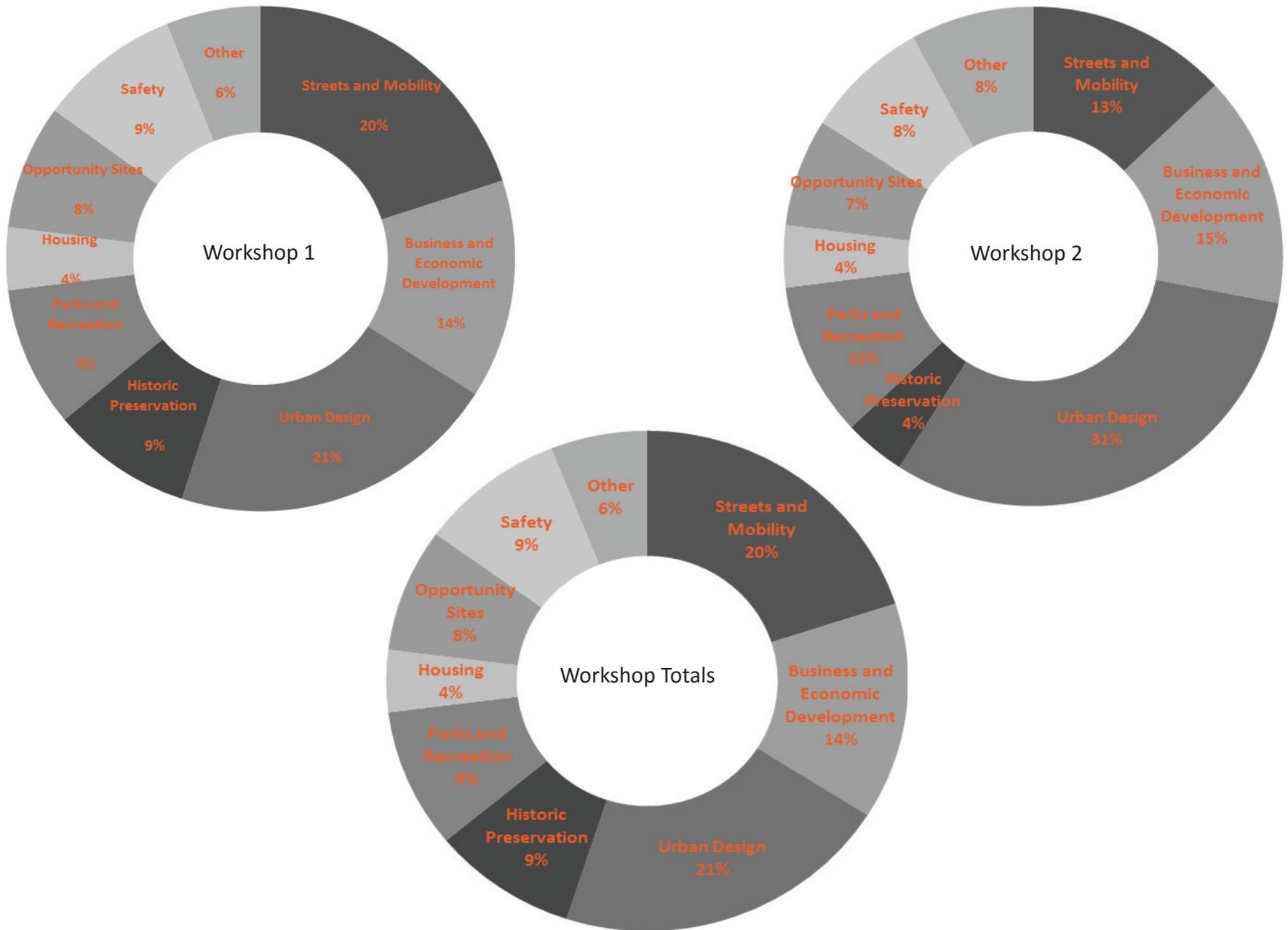


Figure 7.7 - Visualizing Trends. Students sifted through reams of workshop notes and entered people’s comments into Trimble Feedback for analysis and categorization. These charts show the primary themes from the workshops, with urban design emerging as the front-runner, slightly ahead of Streets and Mobility.

As shown in **Figure 7.8**, facilitators stayed true to the desired outcomes of the two workshops, and guided the conversations towards more focused topics such as Urban Design and Land Use (Business and Economic Development) during the second workshop. Safety is one of the few topics that attracted an equal amount of concern at each meeting. Residents, as well as freshmen from the Cristo Rey High School focus group, are greatly concerned about gang activity, drug use, and homeless individuals. People worry about poor street lighting and speeding cars along East Santa Clara, 10th and 11th Streets. Community members want to be able to walk, bike, and ride public transit along the street without fearing for their personal safety.

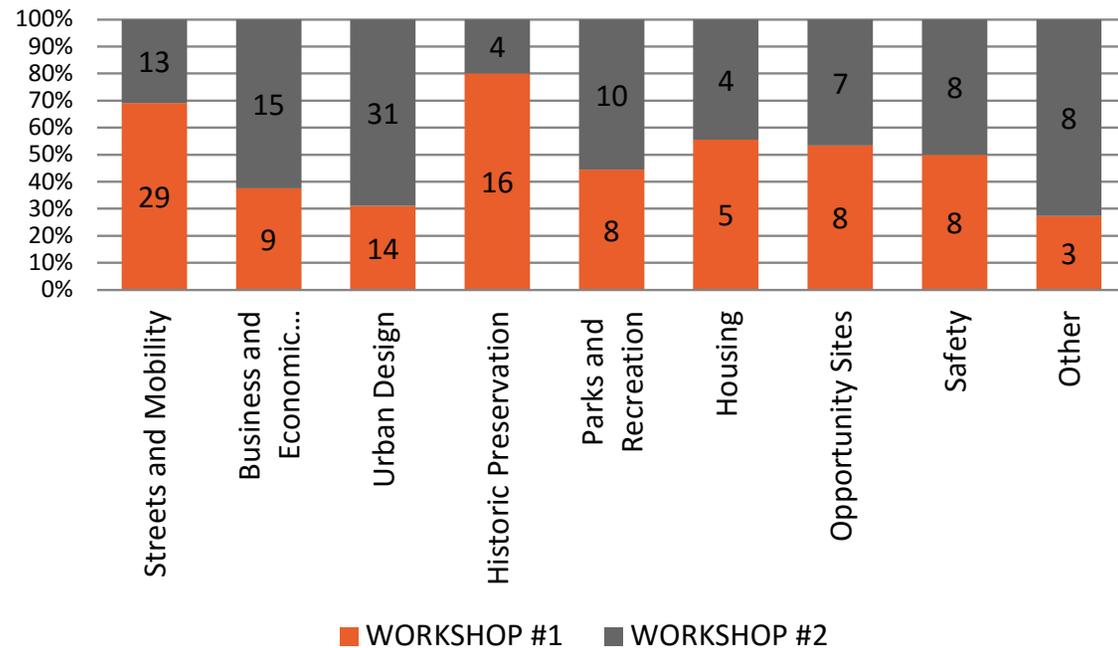


Figure 7.8 - Share of topic focus across both workshops. This chart shows the result of facilitators successfully steering the conversation towards issues of urban design and the built environment throughout the course of the community engagement process. Safety proved to be of equal concern at both workshops.

7.3 Trimble Feedback - Streamlining and Centralizing Citizen Participation

One of the greatest challenges for any city lies in maintaining a system that tracks, organizes, and ultimately acts upon community input. Citizens expressed doubt that their comments would be recorded by the City, let alone be incorporated into future plans. Documentation and use of community feedback must also be readily available to the public in order to nurture a culture of trust and transparency on both sides.

Thus, in an effort to streamline and simplify the community feedback loop, the City of San José partnered with Trimble Corporation to use a civic engagement online platform called Trimble Feedback. This tool has been used to great effect in Finland and is currently being piloted for projects within the United States, one of which is the East Santa Clara Street Urban Village.

WHAT IS TRIMBLE FEEDBACK?

Trimble Feedback is an online platform that allows citizens to input information about their community directly into a database, using their personal phone or web browser. What makes Trimble Feedback unique is that the information is entirely geo-spatial. For example, residents can input specific locations where they identify, say, a broken

street light, upturned planter, or graffiti. The information is then transmitted directly to City officials for processing. Residents can also report positive attributes such as a well-placed bench or an enjoyable park space. Trimble Feedback can be implemented city-wide or on a project-specific basis and has the potential to resolve inefficiencies from dealing with multiple feedback channels (see [Figure 7.9](#)).

For this project, the initial purpose of Trimble Feedback was to provide community members with an online method to give

input on the East Santa Clara urban village planning process. This tool not only allows residents to provide specific spatial-based feedback directly to the City, but also enables people who might not otherwise be able to attend a workshop in person the chance to provide their comments. Trimble Feedback is accessed through the City of San José or CommUniverCity websites, and allows people to write comments about the Urban Village and, if they desire, provide spatial feedback by drawing points, lines, and polygons.

The secondary purpose proved to be the

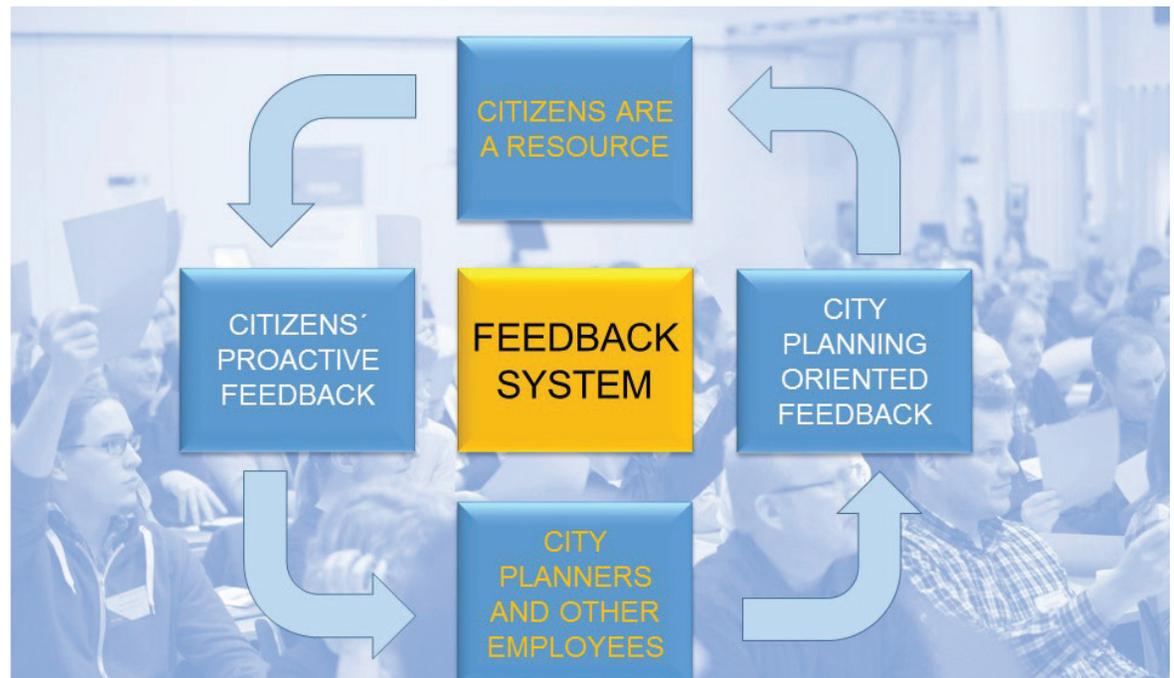


Figure 7.9 - Feedback System Flowchart. Trimble Feedback is an online civic engagement platform intended to streamline and simplify the community feedback system. Image courtesy of Trimble Corporation.

most beneficial for this study: it provided students with a geo-spatial database in which to capture, categorize, analyze, and ultimately map the community feedback received via the workshops and the artist postcards. A total of 326 comments have been entered into the system to date, and categorized by topic, source, and project phase. This afforded the students with a unique overview of exactly what people were saying about the East Santa Clara Urban Village: what they loved, what they disliked, and what they ultimately hoped to improve.

VISUALIZING THE TRENDS

With the completion of the November 2014 and April 2015 workshops and the accumulation of the artist team’s scanned copies of postcards containing public comments and ideas, students strove to synthesize and funnel all community feedback into Trimble Feedback. **Figure 7.10** reveals the most challenging hurdle with streamlining Trimble Feedback: collecting the various types of resident input into one centralized location.

Although general themes from community feedback have already been discussed within this report, a few notable themes also arose as a direct result of inputting feedback into Trimble. For example, due to the nature of feedback inspired by the artist’s postcards, which included questions such as “What is your fondest



Figure 7.10 - Feedback Flowchart. Mapping the feedback channels for the East Santa Clara Street Urban Village.

memory in this place?” and “What are you grateful for in your neighborhood?”, students were able to document aspects of community feedback that may have otherwise been overlooked and potentially under-appreciated. While the community workshops were instrumental in gathering information about the public’s opinion of urban design issues, they may not have been as successful at portraying the residents’ strong attachment to their community as a place and their appreciation of those people living within their community. The artist’s postcards did this beautifully. (For full breakdown of both workshop and artist comments, please see [Appendix L](#))

“I am grateful for great neighbors because some people don’t have good neighbors.”
Resident of San José

Even comments that did not fall into one of the pre-determined categories provided valuable insights into life along East Santa Clara Street, with comments such as *“How do we address gentrification?”, “I would like to see more community gatherings”,* and *“Wifi would be a great amenity in the neighborhood.”*

Site-specific feedback was also more concisely aggregated in Trimble, enabling public comments to visually come to life and provide greater insight into the community’s vision for a specified location. Comments highlighted exact buildings that people wished to see preserved (see [Figure 7.11](#)) and

described the community’s ideas and wishes for the County medical site ([Figure 7.12](#)).

Trimble Feedback has also provided a means to visualize new trends within the data. The graduate students started moving recurring comments into sub-categories, which allowed them to make some interesting discoveries. For instance, their analysis reveals that a full 11 percent of the total comments were related specifically to building height limits. Trimble Feedback’s interactive mapping tools allowed visual representation of people’s sentiments regarding this issue, as seen in [Figure 7.13](#).

NEXT STEPS

As a result of the workshops, the City updated its proposed building height limits for the East Santa Clara Urban Village in June of 2015. The students converted this into a new map layer for Trimble Feedback, and are in the process of inviting the public to give further comments online. The graduate students hope the city will use this new data to inform their plans for Workshops #3 and #4.

The key goal of Trimble Feedback is to show a clear cause and effect between citizen participation and government action. The biggest challenge will be to maintain the current momentum, and to ensure that at least one person continues to curate the Feedback site on a regular basis. If used to its potential, Trimble Feedback will serve as a convenient “catch-all” system,

wherein city officials can communicate with concerned residents in an effective and wholly transparent manner (and vice-versa).

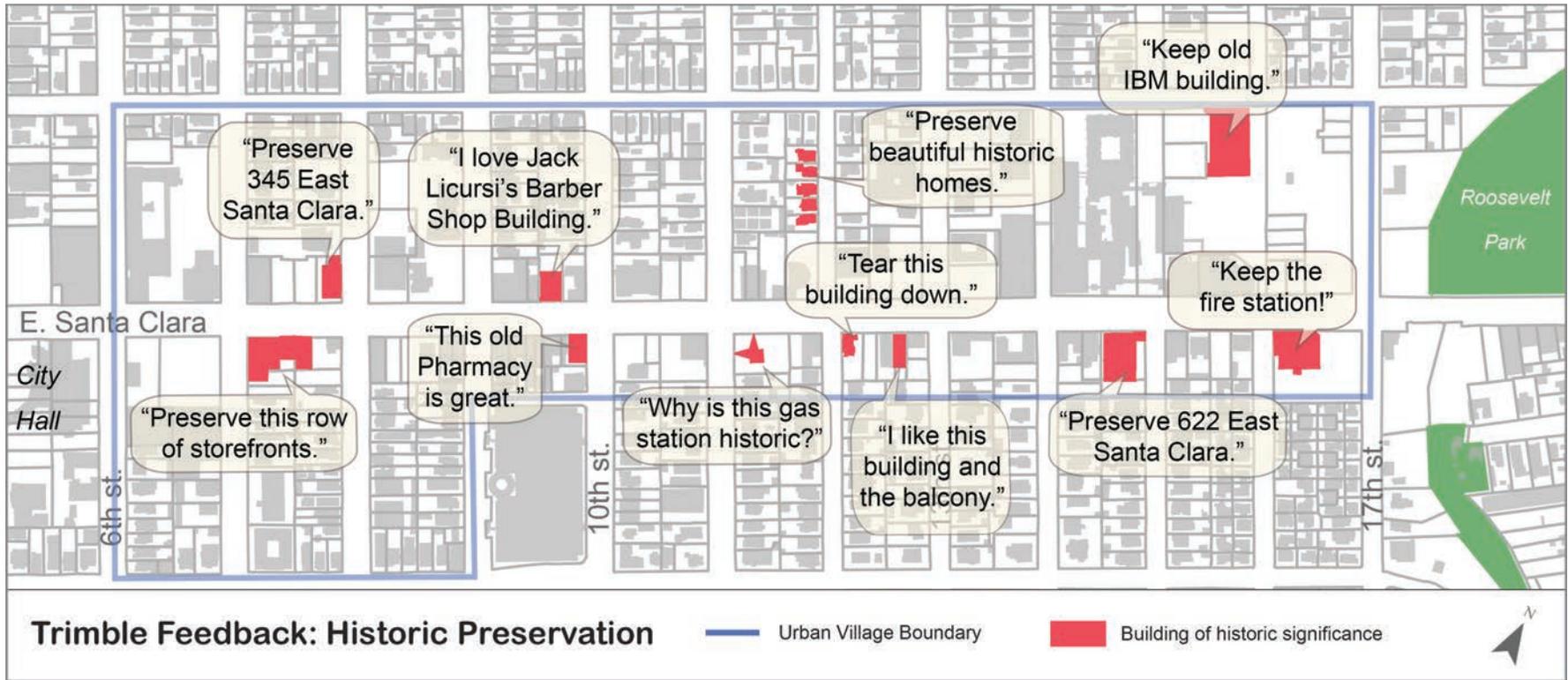
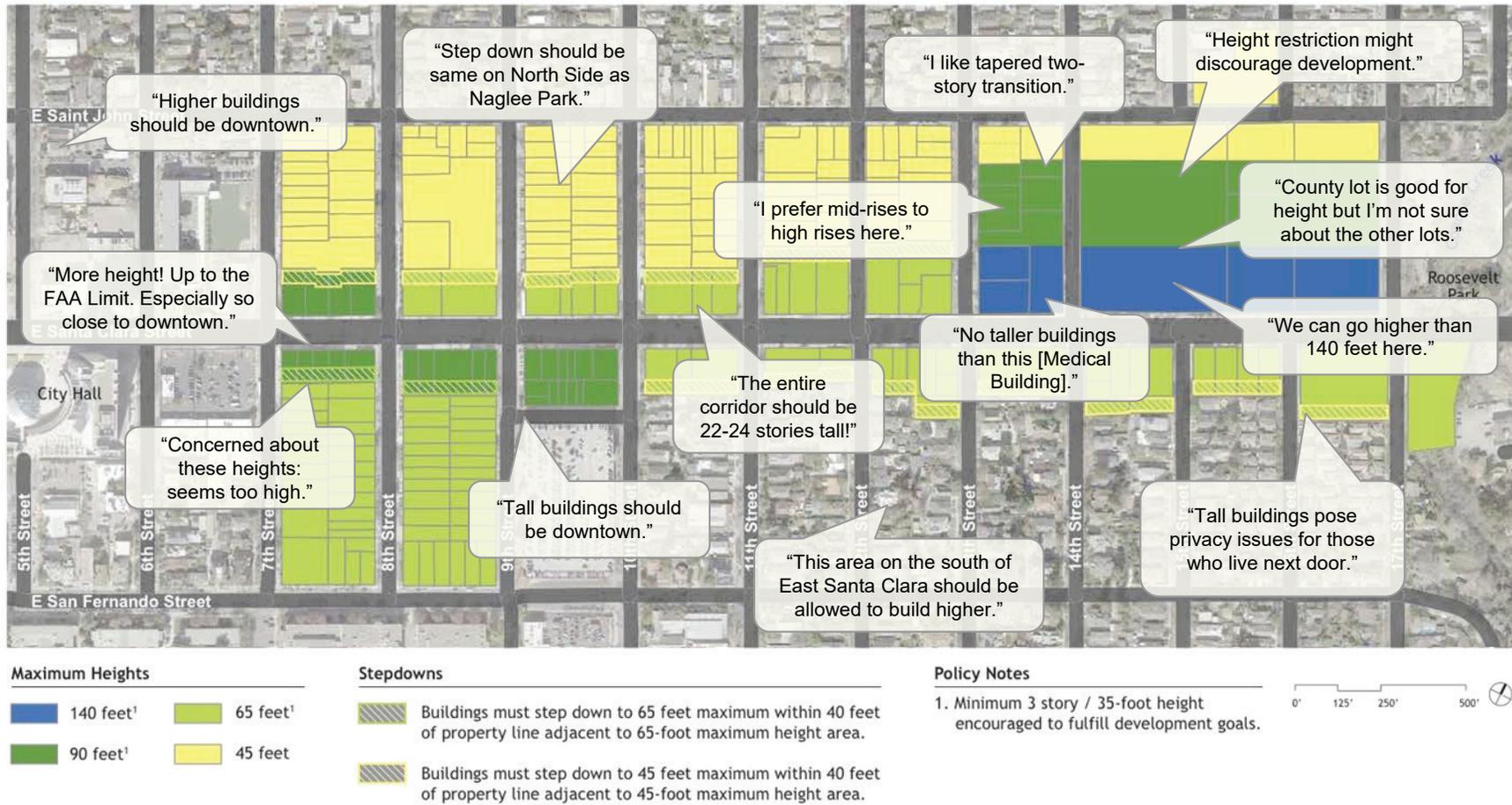


Figure 7.11 - Historic Preservation via Trimble Feedback. Residents were vocal about which buildings they wanted to preserve along the corridor.



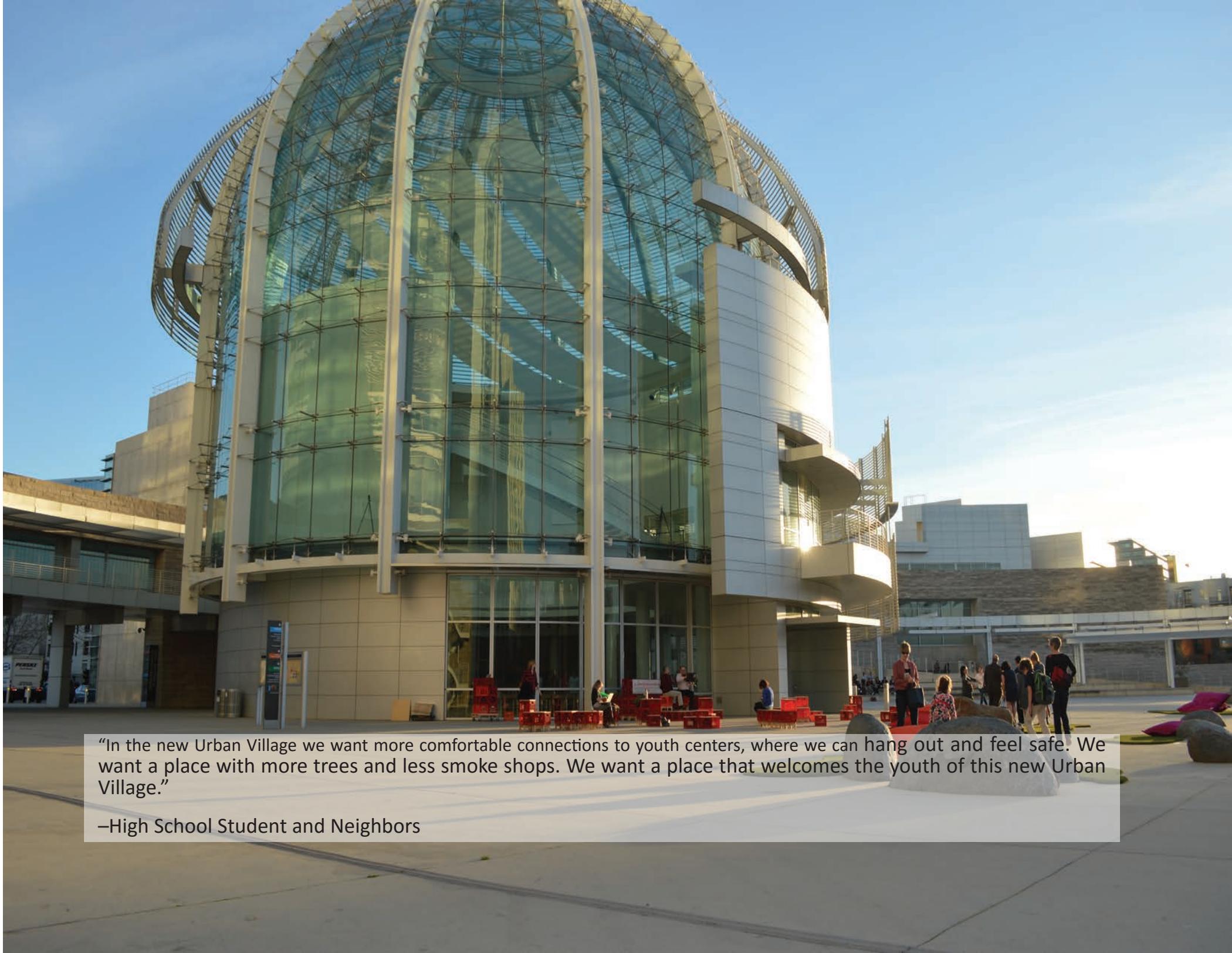
Figure 7.12 - Opportunity at the County Site via Trimble Feedback. *The county site was consistently singled out by residents as being the best place to enact larger public projects.*



Trimble Feedback: Building Height Limits

Figure 7.13 – Height Limit Concerns via Trimble Feedback. Residents gave specific recommendations regarding setbacks and height limits.





“In the new Urban Village we want more comfortable connections to youth centers, where we can hang out and feel safe. We want a place with more trees and less smoke shops. We want a place that welcomes the youth of this new Urban Village.”

–High School Student and Neighbors

CHAPTER 8

NEXT STEPS - POLICY RECOMMENDATIONS

After careful analysis, the SJSU graduate student assessment team compiled a set of policy recommendations centered on transforming East Santa Clara Street into a neighborhood destination that meets the vision of both the City and of the existing community.

INTRODUCTION

Through implementation of extensive community outreach, methodical collection of field data, attendance at local community meetings, and performing an asset-focused assessment of the corridor, there is a firm foundation of information upon which to make a set of policy recommendations. The recommendations below include policies related to improving future outreach within the study area, enhancing public safety along the corridor, preparing for future development and redevelopment, and methods for transitioning East Santa Clara Street into a destination place that attracts people to the area and supports local businesses.

8.1 COMMUNITY OUTREACH

Despite a relatively successful turnout at the 2014 and 2015 workshops, continued effort must be made to connect with the underrepresented residents within the study area. Although door-to-door flyering remains a means of connecting with individuals who may have not have otherwise known about the workshops, it is a very time-consuming method of outreach. To augment the low return on flyering, the following forms of outreach are also recommended.

- Explore digital platforms beyond the usual Facebook and NextDoor options, such as Trimble Feedback and other web-based interactive tools.
- Utilize alternate forums such as art groups, makerspaces, soccer fields, and libraries to reach out to community members.

- Host smaller focus groups during informal meetings at the home of a resident of the Spanish-language or Vietnamese-language communities.
- When time is limited, disseminate flyers strategically in areas of greatest visibility.

8.2 SAFETY AND PUBLIC HEALTH CONCERNS

Policies aimed at ameliorating safety and public health concerns include physical improvements to pavement and lighting as well as recommendations for addressing the complicated issue of homeless residents in the study area.

- Introduce new north/south crosswalks at the intersections of 8th, 12th, 14th, and 16th.

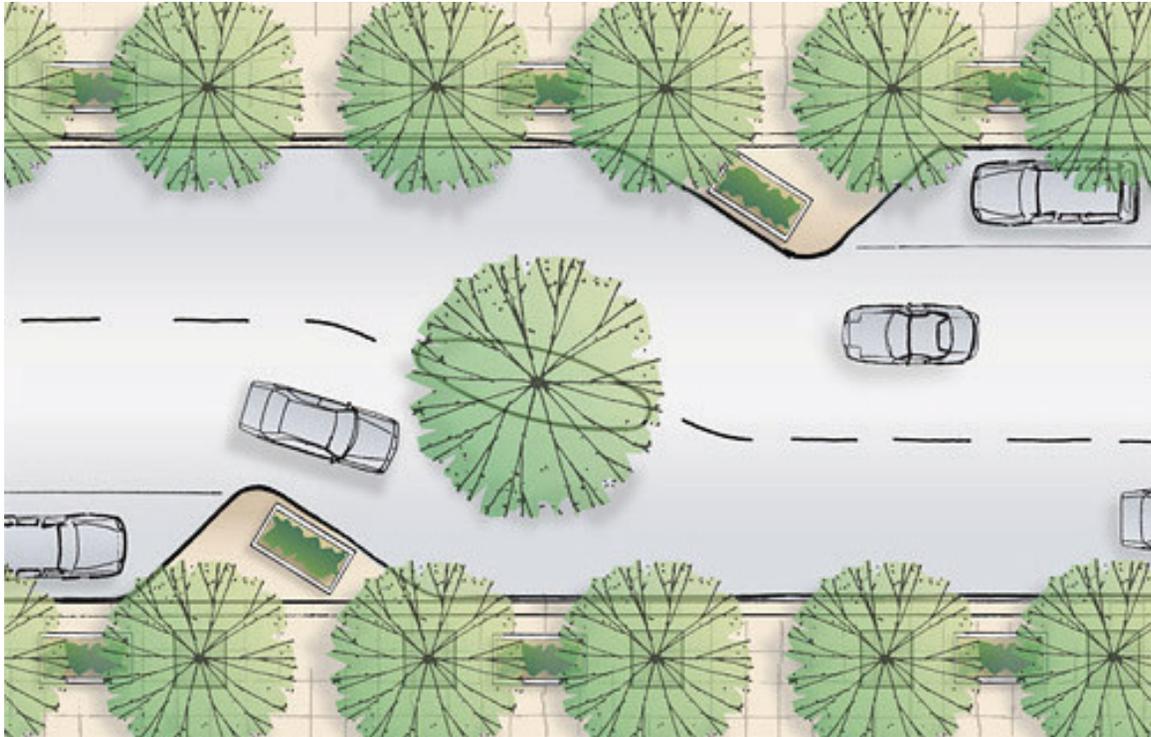


Figure 8.1 - Chicane on a two-way street. Chicanes are small protrusions from the sidewalk that slow down the speeds of motor vehicles. Source: <http://www.sfbetterstreets.org/find-project-types/pedestrian-safety-and-traffic-calming/traffic-calming-overview/chicanes/> (2015)

- Reconstruct crosswalk ramps along East Santa Clara Street to improve ADA accessibility and increase mobility for all users of the corridor.
- Replace inoperable and low-pressure sodium street lamps with high quality and brighter LED street lights.
- Improve pedestrian and bicyclist safety by adding traffic calming devices such as the following:

- Chicanes (See [Figure 8.1](#))
- Angled parking
- Raised crosswalks
- Separated Bike Lanes (See [Figure 8.2](#))

- Advocate for innovative approaches to compassionate and comprehensive social services for those citizens who struggle with problems of mental health, drug dependency, and domestic violence. Examples are Housing First and Denver's Road Home.
- Actively limit the numbers and sizes of homeless encampments in order to prevent the accumulation of solid and sanitary wastes in riparian and watershed areas.
- Promote the creation of a "Community Knowledge Bank" for the purposes of community awareness on the causes of and the social and environmental consequences of homelessness. This Bank can include resource lists of services and organizations that address issues all along the spectrum of homelessness topics.



Figure 8.2 - Separated Bike Lane. Example of how a separated bike lane can coexist with a dedicated bus lane on a busy street. Image by Beth Martin of Fall 2014 Urban Design Studio, San José State University.

Medical Building and County Lot after Proposed Interventions

PHASE 1

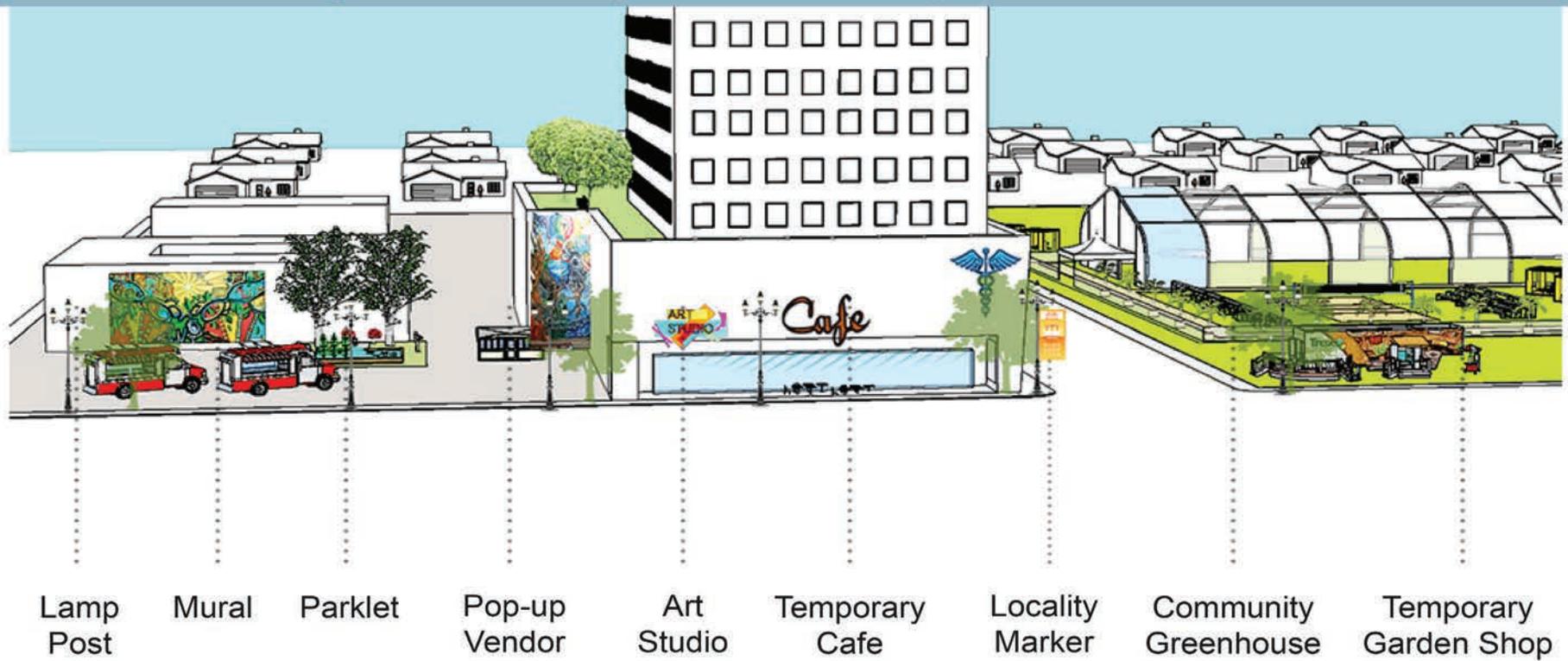


Figure 8.3 - Phased Infill. A two-phased intervention sees the county lot first hosting a series of temporary pop-up uses, then slowly filling in with a variety of uses.

incubation, wherein ‘pop-up’ shops operate in empty storefronts and parking lots on a trial basis. If successful, they get seniority in applying for business licenses with the city. Residents repeatedly expressed an aversion to large developments and superblocks: this phased approach would allow new businesses to be more varied, unique, and complementary. (See Figure 8.3)

- Establish a local conservation district

which can determine guidelines as to what can or cannot be renovated on historic buildings.

- All new development must win approval of a designated Community Design Committee comprising both community members and city staff from the San José Department of Planning, Building and Code Enforcement.
- Going forward, the city might explore modifications to minimum parking

requirements, perhaps drawing inspiration from progressive policies adopted by Seattle, San Francisco, and London. These cities now favor *maximum* parking standards for new development projects. Minimum requirements will likely be reduced for developments within the urban village, pending the adoption of village-specific zoning regulations in the near future.

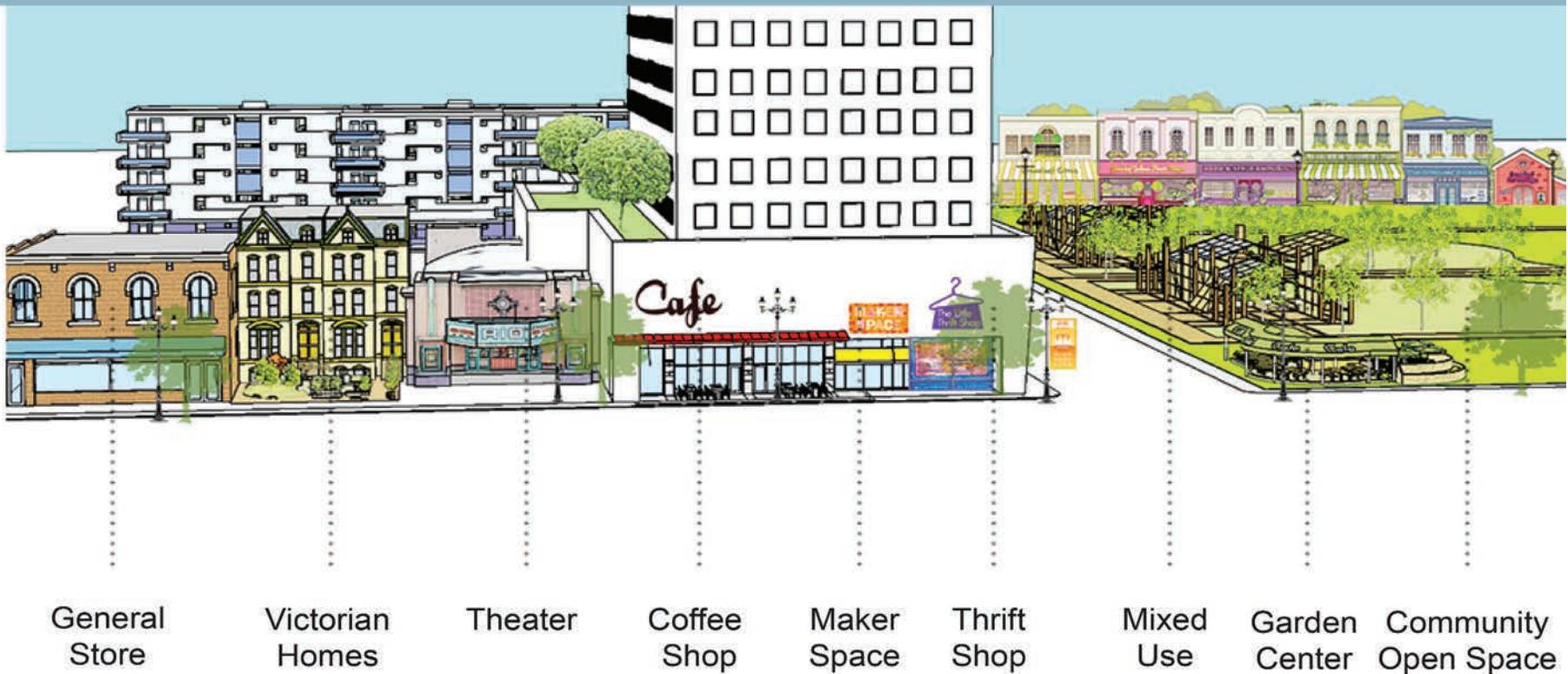


Image by Mariacarla Zazzaro of Fall 2014 Urban Design Studio, San José State University.

8.3 PREPARING FOR NEW DEVELOPMENT AND REDEVELOPMENT

Careful planning of transition zones between abutting (and potentially incompatible) land uses will help garner public support for future development along the corridor, and maintain economic stability within the neighborhood by addressing potential property devaluation. Well-maintained edges promote higher property values for

adjacent parcels and improve neighborhood appeal.

- Implement clear, appropriate, and sensitive boundaries between adjacent properties featuring potentially incompatible land uses through strategic placement of decorative fencing, landscaping, and planting of trees between property lines, as well as increased building setbacks, and placement of non-residential uses (e.g.

offices) in residential-style buildings.

- Taper building heights downward when in proximity to residential areas, creating seamless and attractive transition zones between differing land uses.
- Designate East Santa Clara Street as a Business Improvement District, which will establish guidelines for storefront aesthetics and maintenance.
- Create a phased approach to business

8.4 TURNING EAST SANTA CLARA STREET INTO A DESTINATION

Below are recommended policies that could potentially improve neighborhood identity, increase economic vibrancy, activate public gathering places, and help turn East Santa Clara Street into a destination.

- Streamline the permitting process for public art and street vendors.
- Give businesses financial and permitting incentives in exchange for allowing public easements and parklets on their lots.
- Incorporate a new and distinct neighborhood logo into banners, wayfinding signs, and street furniture (See Figure 8.4).
- With support and guidance from the East Santa Clara Street Business Association, create/improve unique neighborhood identifiers such as street banners and neighborhood signs for the East Santa Clara Street corridor.
- Increase availability of street furniture along the corridor (e.g. benches, tables and chairs, low walls).
- Launch a graffiti abatement program that utilizes community service hours and is staffed by volunteers.

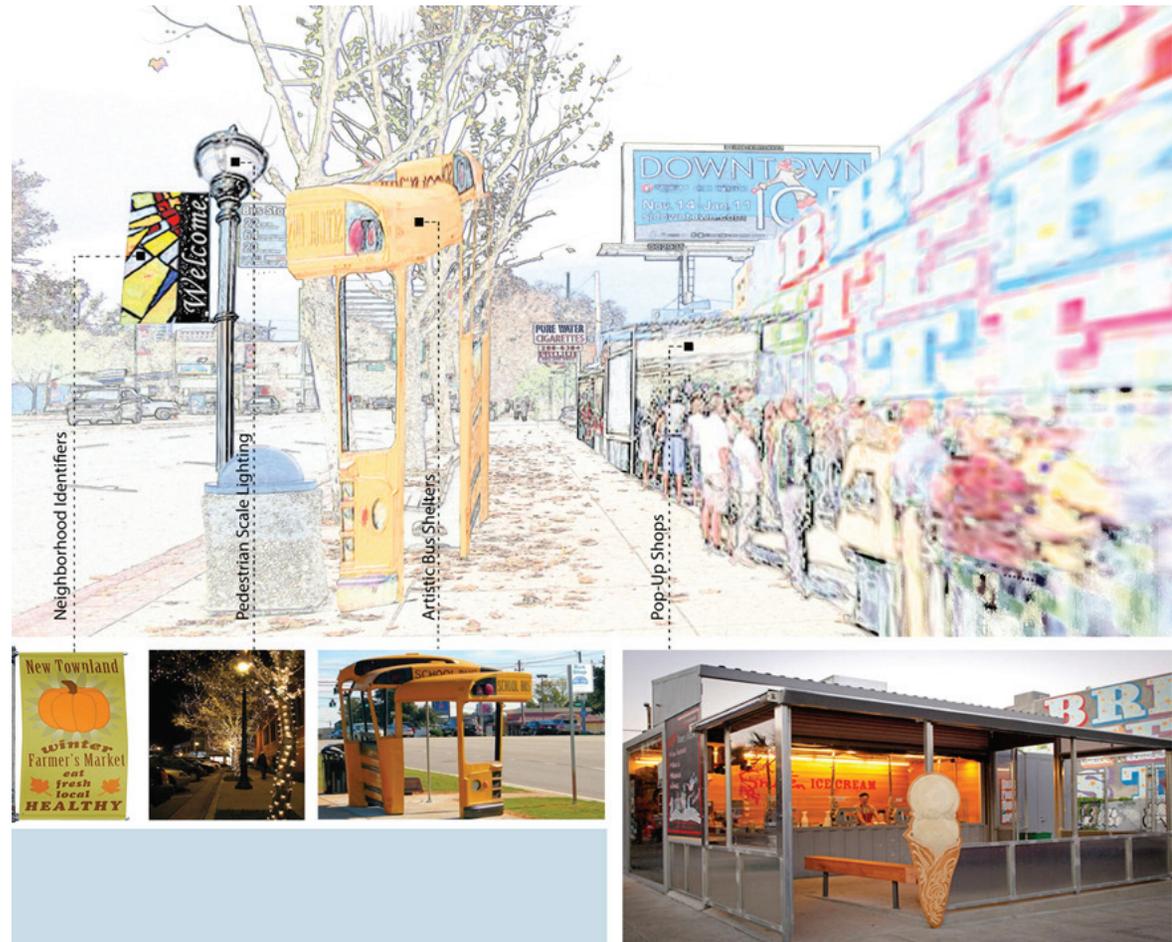
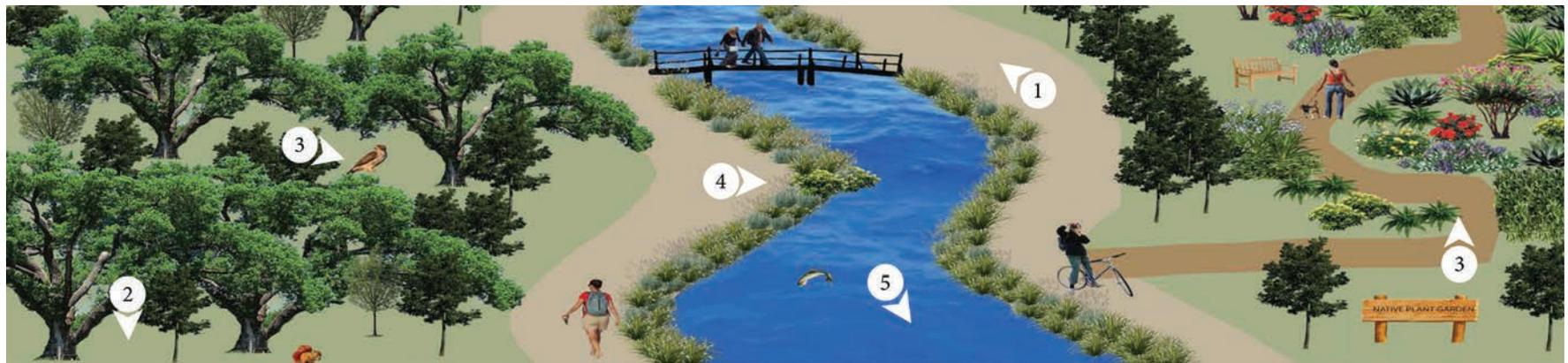


Figure 8.4 - Cultivating Identity. What East Santa Clara might look like with identifying markers and temporary design improvements. Image by Wendy Lao of Fall 2014 Urban Design Studio, San José State University.

8.5 GREENING THE CORRIDOR

The community surrounding East Santa Clara Street has expressed a strong desire for more places to gather and socialize, a greater abundance of green/open space, and increased attention to the visual design and aesthetic appeal of the East Santa Clara Street corridor. A greater abundance of green and open space, along with trees and landscaping along the corridor will improve local access to recreation opportunities, provide neighborhood gathering spaces, and increase community enthusiasm for creating a “great place.”

- Promote the implementation and use of recreation spaces around Coyote Creek with events and festivals such as performances in the park, 5K races, art shows, and family picnic/concert/play affairs.
- Support the fundraising and conservation activities of the Friends of Coyote Creek Watershed (FoCCW). Examples are Friends of Rockridge-Temescal Greenbelt (FROG) in Oakland and Friends of Bidwell Park (FOBP) in Chico.
- Develop streetscape guidelines for the East Santa Clara Street corridor that include, at a minimum, standards for tree plantings, shrubs and ornamentals plantings, ground cover plantings, landscape design, and installation and maintenance.



Implementations:

1

Remove Trash and Pollutants
to make creeks clean, healthy and beautiful

2

Remove Homeless Encampments
to make the creek a safer, cleaner place the public will want to enjoy.

3

Plant Native Vegetation
to for flood management, soil erosion reduction, and attract wildlife.

4

Remove Non-native Vegetation
to ensure the success of the native vegetation, and decrease overgrowth.

5

Improve Stream Flow
by implementing native vegetation and removing blockages.

Figure 8.5 - Concepts for a Clean, Cafe and Revitalized Coyote Creek Corridor.

8.6 OPPORTUNITY SITES - TOMORROW'S DESTINATIONS

“Eliminate vacant lots and chain-link fences!”
Resident of San José

Today, vacant parking lots along East Santa Clara Street elicit images of “broken teeth” in the “building wall” of the corridor, where clusters of commercial establishments are interspersed with voids created by the vacant lots. These gaps detract from the corridor’s cohesiveness and diminish the area’s overall aesthetic appeal. Vacant lots tend to become areas of increased graffiti and decreased maintenance and typically are reflective of less vibrant communities that elicit negative public opinions of the

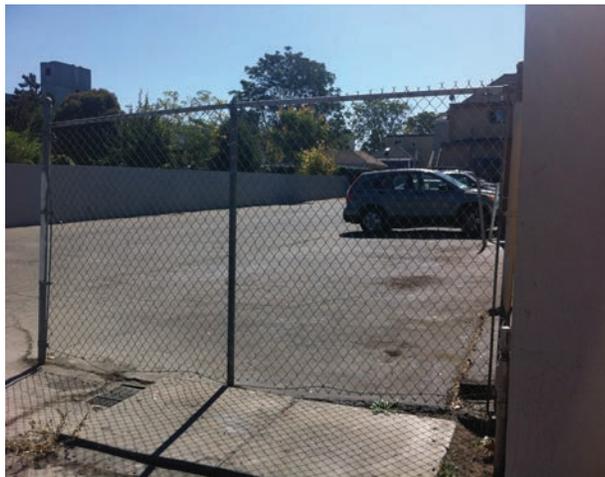
neighborhoods. Figures 4.38 and 4.39 depict one of the many vacant lots found in the study area.

East Santa Clara Street currently has seven buildings with vacant storefronts. Some of these are the result of the Santa Clara County Medical Facility closure that left behind several small pharmacies and medical equipment stores which had been supported by its presence. Of the non-medical related vacancies, the most notable is the vacant Art Cleaners building on 8th Street.

Further, parking lots adjacent to or behind commercial uses were assessed for potential utilization. Lots with fewer than 50 percent of the parking spots utilized during the

time of data collection were identified as “underutilized.” Figure 4.40 depicts underutilized surface parking (violet) and vacant lots (brown), with an overlay of future BRT stops along the corridor to show the proximity of underutilized spaces to upcoming public transit stops.

There are significant opportunities for repurposing or redeveloping underutilized sites on the western edge of the corridor, including the Grocery Outlet parking lot at East Santa Clara and 7th Streets, as well as a surface parking lot on the north side of the corridor between 7th and 8th Streets.



Figures 8.6 and 8.7 – Images of a vacant parking lot along East Santa Clara Street.

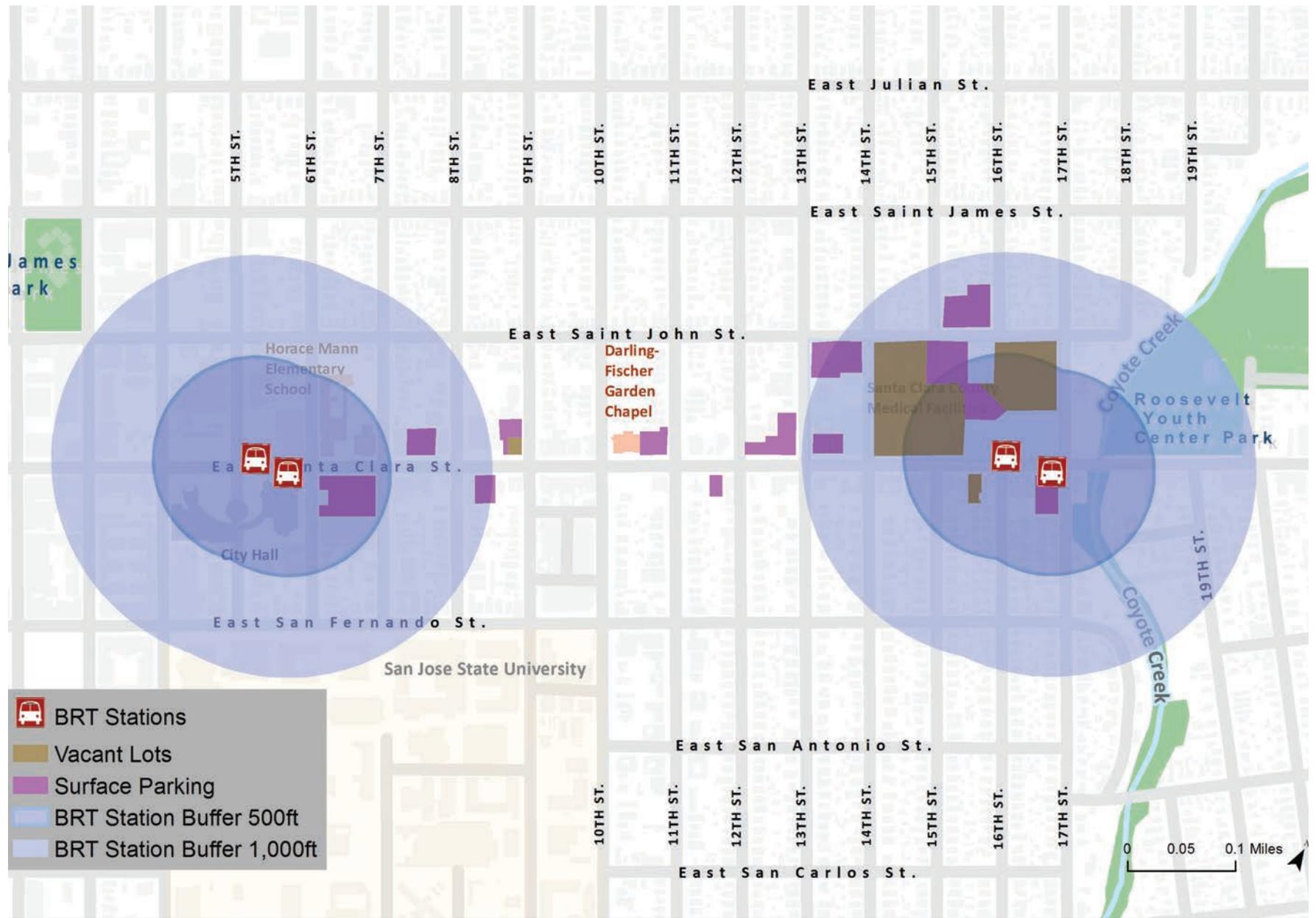


Figure 8.8 – Opportunity Sites in Relation to Future BRT. Vacant lots (brown) and parking lots (violet) with fewer than 50 percent of the parking spots utilized during the time of data collection were identified as “underutilized.” These areas provide opportunities for future redevelopment/repurposing and are shown in relation to upcoming BRT Stations along the East Santa Clara Street corridor.

Types of Land	Total Land in Square Feet	Total Land in Acres	Within 500 feet of BRT		Within 1000 feet of BRT	
			Total Square feet	Total Acres	Total Square Feet	Total Acres
Vacant Lots	324,027	7.4	318,169	7.3	0	0
Surface Parking	324,137	7.7	141,496	3.2	122,969	2.8

Figure 8.9 – Opportunity Site Table.



Figure 8.10 - Opportunity Sites. There are 41 opportunity sites for redevelopment along the East Santa Clara Corridor. Underutilized surface parking lots were measured by counting the number of used and available parking spots. Those with fewer than 50 percent of parking spots at the time of data collection were classified as “underutilized.”

Further analysis of opportunity sites included shape, size and location and can be seen in the Opportunity Site Table. [Figure 4.41](#) shows an estimate of total developable opportunity sites in the planning areas: 658,164 square feet (15 acres) of which 324,027 square feet (7.4 acres) are vacant lots, while 334,137 (7.7 acres) are surface parking lots.

For the purposes of this report, an opportunity site is defined as any partially utilized space located on non-residentially zoned land and which meets the following criteria:

- Identified undeveloped parcels and surface parking lots
- Contiguous site area of at least 5,000 square feet; and
- Minimum of 50 linear feet of street frontage. Parcels on which new development would completely cut off existing business from off-street parking were not included in this analysis, nor were those that wrapped behind existing buildings.

At the time of assessment (March 2015), and with the inclusion of vacant buildings, the East Santa Clara corridor has 41 opportunity sites for potential redevelopment. See [Figure 4.42](#). These places have the potential to support land use diversity and multimodal accessibility consistent with an Envision 2040 urban village. Of these opportunity sites, 59 percent are partially utilized parking lots, 22

percent are partially utilized buildings, 12 percent are vacant land, and 7 percent are vacant buildings.

Opportunity sites along East Santa Clara Street have the potential to provide additional destinations and enhance neighborhood character, but the responsibility for the redevelopment and/or repurposing of corridor properties will rest solely with future property developers. City staff expects that zoning changes proposed for the Urban Village Plan will stimulate economically viable property development along East Santa Clara Street, leading to increases in commercial and residential floor space.

Sites that are currently vacant could yield the greatest economic benefits since the demolition of an existing building could cost between \$9,000 and \$25,000.⁷ With the development of BRT along the corridor, and a future extension of BART to San José, today's vacant lots could become tomorrow's gathering places and neighborhood gems.

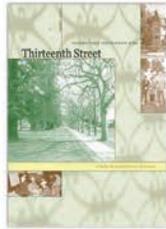
CLOSING REMARKS

The City of San José is well positioned with *Envision San José 2040 General Plan* to harness the diversity of its residents and the innovation of Silicon Valley for the creation of lively, convenient, and healthy places to live, work, and play. The City is seizing this opportunity to rethink and support its existing communities by providing a policy framework that guides San José successfully into a new era of sustainable living, and to bring to fruition the City’s vision of a more exciting, culturally rich, and walkable city in years to come.

The East Santa Clara Street corridor has enormous potential for accommodating future projections in both housing density increases and employment growth. This future will be shaped by an increasingly civically engaged community with strong desires to see a safe, vibrant, and resilient place to call home. East Santa Clara Street may truly become known as the “Downtown East”.

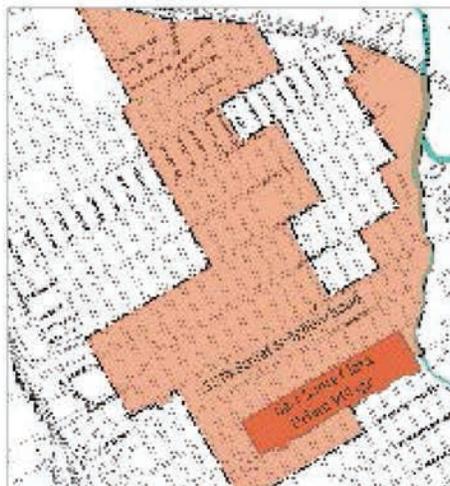


APPENDIX A - GREATER PLANNING CONTEXT FOR THE EAST SANTA CLARA STREET URBAN VILLAGE STUDY AREA

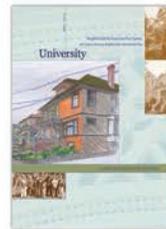


13TH STREET NEIGHBORHOOD IMPROVEMENT PLAN (NIP)

The 13th Street Neighborhood is located directly to the north of the East Santa Clara Urban Village boundary. It is primarily residential with scattered commercial uses along North 13th Street and East Santa Clara Street.² While North 13th Street runs through the heart of the neighborhood, City staff and local residents are paying considerable attention to East Santa Clara Street due to future public transportation expansions by BART and VTA. Likewise, based on this Neighborhood Improvement Plan, it



was important for the 13th Street neighborhood that the East Santa Clara Street Corridor recognizes the city's vision as "Main Street." Other key planning goals identified by this neighborhood included protecting the residential and neighborhood resources around commercial corridors, increasing accessibility to parks and open spaces, upgrading the public environment of the existing streets, reclaiming the streets so they are not just a means of transportation, and enhancing the public transportation facilities on major corridors.³



UNIVERSITY NEIGHBORHOOD REVITALIZATION PLAN (NRP)

The *University Neighborhood Revitalization Plan* discusses the area encompassed by the borders of 3rd Street to the west, 280 to the south, Coyote Creek to the east and the East Santa Clara Street to the north. Two distinct versions of the plan were created: one in 1998 which includes general visions and goals for the future of the neighborhood, and another plan updated in 2002 which provides a specific list of ten neighborhood-identified priorities:

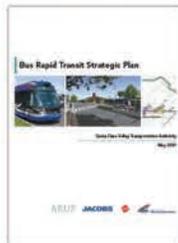
1. Develop a neighborhood park at 6th and William Streets.
2. Reconstruct the alleyway between South 5th and 6th Streets and East Reed and Margaret Streets.
3. Develop Coyote Creek Trail.
4. Complete conversion of South 10th and 11th Street Couplets to minor two-way streets.
5. Create pedestrian corridors.
6. Establish residential permit parking.
7. Rehabilitate commercial buildings on the corner of 10th & William Streets.
8. Install historic street lighting.



9. Explore establishing historic or conservation districts.

10. Establish regular large-scale community dumpster days.

Though not explicitly stated in the “Top 10”, there is evidence to suggest a demand for commercial land uses, especially along East Santa Clara Street. However, it was also made clear that these commercial uses should promote the preservation and improvement of the residential neighborhood core.⁴ Similar to the *13th Street NIP*, the *University Neighborhood Revitalization Plan* also mentions the scarcity of parkland and open space for the needs of the residents.



BUS RAPID TRANSIT (BRT) LANE

The Santa Clara-Alum Rock Bus Rapid Transit route is 7.2-miles in length and it will connect East San José with downtown and the planned Arena Transit Station by the SAP Center and current Diridon Station (see **Figure 2.7**). The BRT route is different from a standard bus route as it has limited stops, ten minute frequencies, a dedicated lane along Alum Rock Avenue, traffic signal priority, and contains off board ticketing machines similar to the light rail stations.⁵

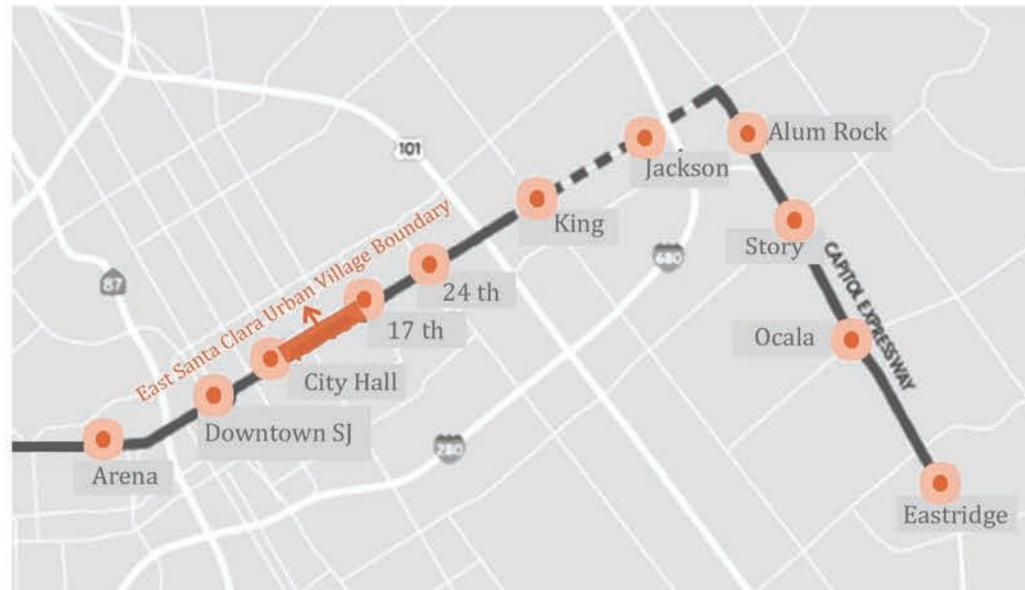


Figure 2.7 - BRT Route. Santa Clara/Alum Rock BRT Transit Service.

Two bus stops are expected to be placed at each end of the East Santa Clara Urban Village Corridor: at 17th Street and in front of City Hall. The location of these stations will allow residents, workers, or visitors to utilize alternative transportation options to traverse the future East Santa Clara Street urban village. Investments like the BRT are examples of what can change this corridor from a thoroughfare to a destination.

VALLEY TRANSIT AUTHORITY (VTA) STRATEGIC PLAN

VTA's *Bus Rapid Transit Strategic Plan* was developed in May 2009 to establish a framework for BRT implementation, provide direction on related policy issues, and serve as a vehicle to engage cities and stakeholders.⁶ This allows for an integrated near-term Bus Rapid Transit network throughout Santa Clara County with high quality service to areas not served by light rail transit. A 16-mile extension connecting Silicon Valley, which will include a 5-mile long subway tunnel through downtown

San José, will provide transit amenities to the East Santa Clara Street corridor, and further enhance the transit mobility and land use patterns of the area.⁷ Future phase stations include:

- Alum Rock Station: Located between US 101 and 28th Street in northeast San José, this station will include a ground-level plaza, below-ground concourse and boarding platform, bus transit center, bicycle storage facilities, passenger drop-off/pick-up areas, and a multi-level parking structure.⁸

- Downtown San José Station: Located between Market and Second Street in downtown San José, the station would consist of below-ground concourse and boarding platform levels with bicycle facilities. The station is planned to include three entrances—with an optional fourth entrance—and would be conveniently located at the convergence of VTA light rail service and several VTA bus lines.⁹

- Diridon/Arena Station: This station is located just south of West Santa Clara Street, between Autumn Street and the San José Diridon Caltrain Station. It would consist of below-ground concourse and boarding platform levels. Street level pedestrian connections would be provided to the Diridon Station, and VTA's Diridon and San Fernando light rail stations. This station would

also include a multi-level parking structure and bicycle facilities.¹⁰

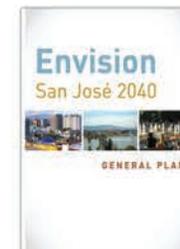
- Santa Clara Station: This will be the terminus of the VTA's BART Silicon Valley Extension, located adjacent to the Santa Clara Caltrain Station and Santa Clara University. It would be a ground-level station, with an above-ground concourse. The station would also include a bus transit center, bicycle storage facilities, passenger drop-off/pick-up areas, and a multi-level parking structure.¹¹

URBAN VILLAGE DESIGN GUIDELINES

San José's Urban Village Design Guidelines provide direction in response to a rising need of attracting future jobs, and housing growth which directly correlates with the objectives outlined in the *Envision San José 2040 General Plan*. The guidelines aim to provide adequate job growth capacity. This capacity defines a minimum employment land that is equal to 300 square feet for each planned new job plus the amount of existing employment square footage uses already developed within the area.¹²

As a means to provide adequate housing growth capacity, the plan supports residential capacity equal to the existing number of residential units within the Urban Village area in addition to the planned num-

ber of residential units.¹³ These parameters and guidelines will shape the planned East Santa Clara Street corridor. The planned job capacity for the East Santa Clara urban village is 1,400 and planned housing is 1,500. The guidelines also shape the Urban Village's future mobility patterns and land uses because interconnected multimodal systems provide people with more travel choices and better access for those who are restricted due to age, disability or income.¹⁴



ENVISION SAN JOSÉ 2040 GENERAL PLAN

The *Envision San José 2040 General Plan* is the City's plan to guide future development and growth in appropriate areas. "The

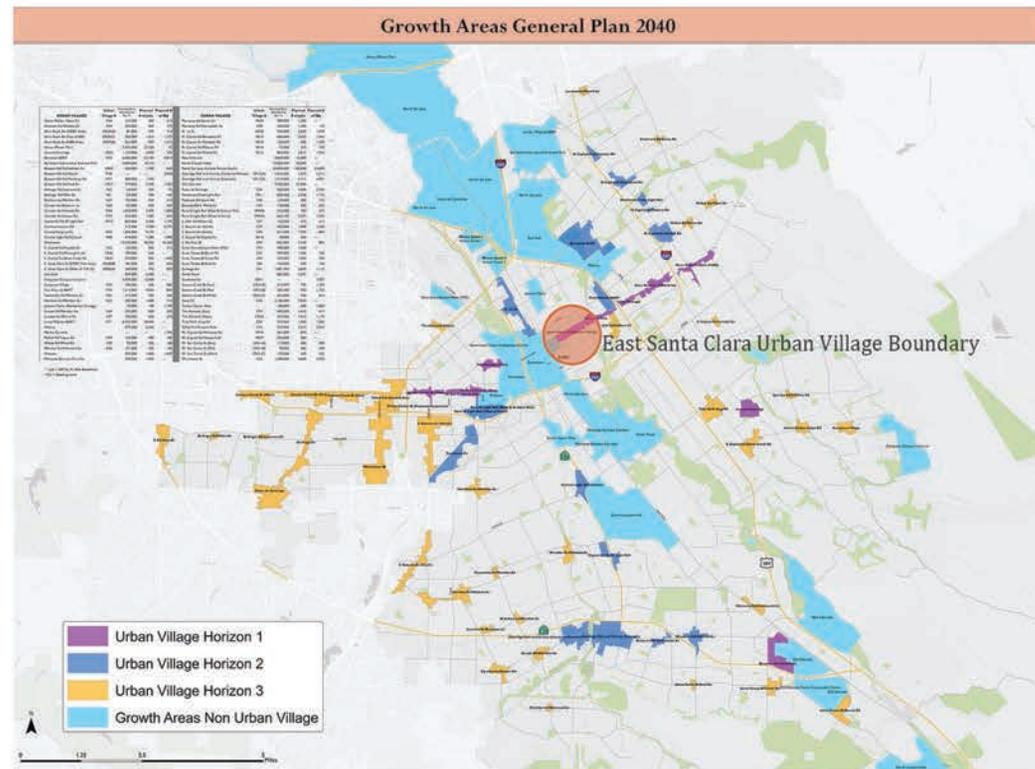
Plan includes land use policies to shape the transformation of strategically identified and historically underutilized Growth Areas into higher-density, mixed-use, ur-

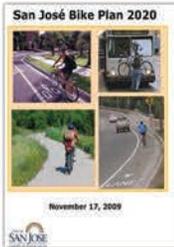
ban districts or 'Urban Villages' which can accommodate employment and housing growth and reduce the environmental impacts of that growth by promoting transit use and walkability. This land use strategy, in combination with progressive economic and environmental policies, will guide the City toward fulfillment of its future vision."¹⁵

Creating urban villages was one of the top five priorities for San José.¹⁶ "Focusing new growth into the Growth Areas will help to protect the quality of existing neighborhoods, while also enabling the development of new Urban Village areas with a compact and dense form attractive to the City's projected growing demographic groups (i.e., an aging population and young workers seeking an urban experience), that support walking, provide opportunities to incorporate retail and other services in a mixed-use format, and support transit use."¹⁷

Major Strategy #5 for Urban Villages states that, "Promote the development of Urban Villages to provide active, walkable, bicycle-friendly, transit-oriented, mixed-use urban settings for new housing and job growth attractive to an innovative workforce and consistent with the Plan's environmental goals."¹⁸

The General Plan identifies 70 locations for Urban Village development. East Santa Clara Corridor is one of the 70 Urban Villages and is categorized as Horizon I, which means it will be one of the locations that will be developed as a high priority village as new development is proposed.¹⁹





SAN JOSÉ BIKE PLAN 2020

San José Bike Plan 2020 proposes policies and projects that define the City of San José's bike vision to "become a city where bicycling is safe, convenient, and commonplace."²⁰ It has five goals for enhancing the bike experience in San José:

1. Bikeway Network: Complete 500 miles of the Bikeway Network by 2020.
2. Mode Share: Achieve 5% of all trips taken by Bike by 2020.
3. Safety: Reduce bike collision rate by 50% by 2020.
4. Parking : Add 5000 bike parking spaces by 2020.
5. Validation: Achieve Gold-level Bicycle Friendly Community status by 2020.²¹

According to the Plan, the City's existing policies contain a good foundation for improving bike infrastructure. For example, California Complete Street Policy asks cities to plan for balanced multimodal transportation networks that provide safety, convenience, and mobility for all users, including cyclists and pedestrians.

The biking improvements envision a safe bikeway network of 500 miles that would

be equipped with a system of signs.²² The future bikeway network also would provide facilities to safely cross major obstacles such as freeways, interchanges, and bridges. The future bike plan also recommends "5000 new bike parking spaces" in San José. Furthermore, the Plan considers developing a Bike Share system to encourage people to rent bikes. Bike Plan 2020 also recommends "bikeways to transit stations, with emphasis on connecting bikeways the last mile to main transit stops."²³

The proposed bikeways will be developed on streets that have "more than one lane of traffic in one or both directions", streets with "posted speeds higher than 25 mph," or streets with "Average Daily Traffic (ADT) greater than 5,000." The Plan also recommends two-way bike facilities on both sides of busy streets that have longer blocks.



DIRIDON STATION AREA PLAN (DSAP)

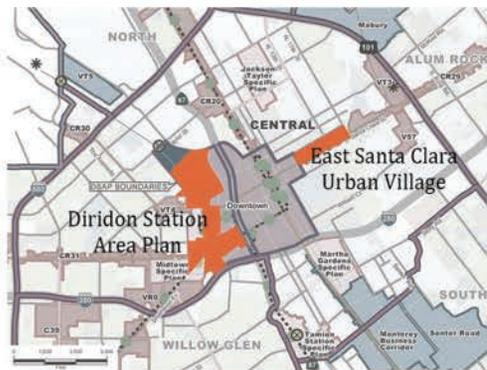
Diridon Station is a large transit hub a little over one mile away from the East Santa Clara Street Urban Village. It provides service for Caltrain, ACE, VTA, and Amtrak, among others. Furthermore, the station would be prepared to accommodate Bay Area Rapid Transit (BART), high-speed rail connections (HSR), and VTA Bus Rapid Transit. According to the Plan, part of the future transportation component of DSAP is to enhance walking, biking, and transit in the surrounding neighborhood. For example, to enhance pedestrian movement, DSAP strategies include:

- "Promote walking connections from surrounding neighborhoods and employment centers"



- “Facilitate pedestrian access and safety through pedestrian enhancements”
- “Provide enhanced crosswalks at signalized intersections and key pedestrian crossings”
- “Provide mid-block crosswalks and/or pedestrian signals at high-use uncontrolled crossings, as appropriate”
- “Provide a pedestrian scramble adjacent to the Arena.”²⁴

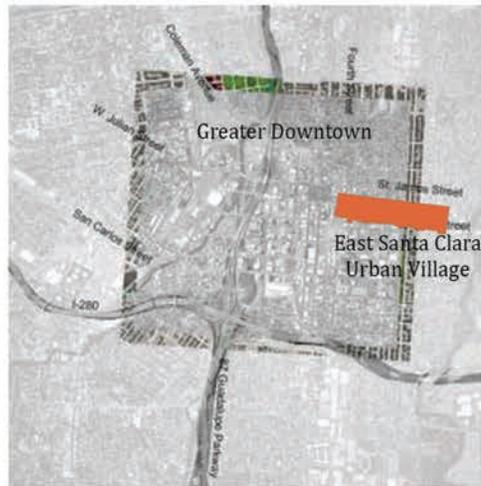
In terms of bicycling, the DSAP considers “providing a network of bicycle priority streets [that] provide linkages throughout the plan area, enhancing the safety and comfort of the bicycle network through the use of colored bike lanes and providing sufficient bicycle parking facilities for short-term and long term purposes.”²⁵



REDEVELOPMENT AGENCY STRATEGY 2000

Created by the now-dissolved Redevelopment Agency, this document helps depict what a thriving Downtown San José should look like. The task committee involved in developing this document included nearby residents, San José State University representatives, and business owners around the greater Downtown area.

The document contains a considerable amount of information about the urban design of the downtown core but little detail for East Santa Clara Street study corridor.



However, the methodology involved in the completion of this document is something to take note of as it can be utilized in future development projects.

Strategy 2000 was a community-led document that allowed task committee members to provide their own perspectives and guiding principles for downtown San José; these were then developed into goals and visions for the area. An interesting aspect of *Strategy 2000's* process was the Information Gathering portion. The task committee studied and compared San José with six other thriving downtown areas that shared similar demographics. Considering precedents outside of the Bay Area can be an effective method when developing a strategy for the East Santa Clara Corridor.





STRATEGIC ACTION PLAN, 2013

Developed by the San José Downtown Association, this document was originally a general downtown area plan, but members of the organization and stakeholders were intent on promoting action.

The Strategic Action Plan lists ten critical topics and issues that need to be addressed. These topics are currently being discussed within the community and may be whittled down to three or five priority topics, but at the top of this list is an issue of direct relevance to our corridor; “East Santa Clara Street and future transportation and land use planning.” This document points out that East Santa Clara is one of the few major arterials that crosses east to west through Downtown.



The Plan urges the City to create an updated downtown plan which would integrate transportation and land use decisions regarding downtown and along East Santa Clara Street. An integrated transportation and land use plan could be well received along East Santa Clara Street as well, as future transportation plans change the street.



SANTA CLARA COUNTY (SCC) HOUSING ELEMENT 2009-2014 & HOUSING ELEMENT UPDATE 2015-2022

The Santa Clara County Housing Update is a mandated section within *Envision San José 2040 General Plan* that outlines the subject matter required under state law regarding housing:²⁶

- Identification and analysis of existing housing needs and projected housing needs.
- A statement of goals, objectives, strategies, and policies relating to the maintenance, preservation, improvement, and development of housing.
- An analysis of the capacity of the existing General Plan and zoning to meet projected needs.
- A summary of housing programs and

a five-year schedule of implementation actions.

In 2009, the year of the previous updated, no new policy directions or strategies were considered. Since the existing housing strategies were deemed adequate and provided a broad and comprehensive framework to guide planning and decisions related to housing issues.²⁷ For the 2015 update, the main changes include funding programs to prioritize housing for households with low incomes, a reduction of regulatory constraints for building secondary units, greater collaborative efforts will be pursued, and the housing needs of farmworkers and the homeless will get increased attention.²⁸





DOWNTOWN DESIGN GUIDELINES

The boundaries of downtown directly adjoin the East Santa Clara Village boundary. The *Downtown Design Guidelines* were adopted in July 2004. The objectives of the guidelines are to enhance the character of downtown by providing design standards and making sure new development fits into the current context of Downtown.²⁹ The design guidelines are an outcome of Downtown Strategy Plan 2000, and help implement the design objectives of that document. The Guidelines primarily address three core aspects of design to achieve its objectives: site context, architecture, and street wall.

- **Site Context:** The design guidelines are provided to address the current site context. They aim to be responsive to building massing, geographic conditions, and urban context of a site.³⁰ Specific design guidelines are provided for skyline design and height; massing and scale; orientation; identity sites; and overlay districts.
- **Architecture:** The design guidelines here address architectural characteristics, response to surrounding buildings, and proportion.³¹ Specific design guidelines are

provided for form, proportion and sustainable design; materials; signage; lighting; and public art.

- **Streetwall:** The design guidelines in this section address the relationship of the building to the street. They aim to create safe and welcoming sidewalks which will enhance social interaction. Specific guidelines are provided for public realm; open space; paseos; street level design; façade; building entries; service areas; retail design; and parking facilities.



EAST SANTA CLARA CORRIDOR ASSESSMENT 2010

This assessment was conducted by graduate students of the Urban and Regional Planning Department at San José State University in 2010.

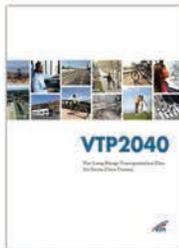
The study area boundary is similar to what was re-assessed in the report that you are now reading: 4th Street to the west, Coyote Creek to the east, St. John Street towards the north, and San Fernando to the south. The students assessed the existing conditions of the study area and proposed ideas for future development. The assessment was conducted through field study, digital data analysis, staff of Redevelopment Agency guidance, the City's Planning Department, the Valley Transportation Authority, and the non-profit organization Transform.³²

The document demonstrates a thorough assessment of existing conditions within study area and contains the regional context, laws, plans and policies that impact the study area, the social and physical setting, merchant survey for BRT, the stakeholders, and recommendations for future development. The students proposed three

goals for future development:

- Goal 1: “Cultivate a place to live, work, shop and play.”³³
- Goal 2: “Create a walkable, pedestrian-friendly streetscape.”³⁴
- Goal 3: “Promote and prioritize developments serving the City’s needs.”³⁵

The document concludes with an action matrix to guide development in the corridor.



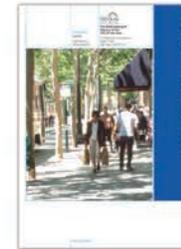
VALLEY TRANSIT PLAN (VTP) 2040 FINAL DRAFT

The Valley Transit Plan (VTP) 2040 provides a long-range vision for the transportation system in Santa Clara County, and provides a framework for development and maintenance

of transportation over the next 25 years.³⁶ The VTP document is based on the following themes and objectives:

1. Efficiency and Mobility
2. Sustainability and Growth
3. Connectivity and Technology
4. Air Quality and Energy Usage
5. Fiscal Sustainability and Responsibility

One of the key aspects of VTP 2040 as it relates to the East Santa Clara Urban Village is that it addresses opportunities to better connect existing land uses with multimodal transportation choices, and a plan for improved services and facilities to support changing land use patterns.



DOWNTOWN STREETScape MASTER PLAN

In 1989, a *Downtown Streetscape Master Plan* was adopted to help revitalize Downtown San

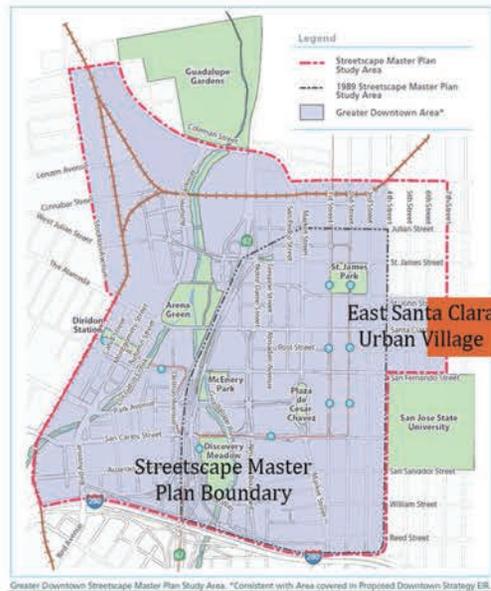
José by fostering adequate sidewalks and streets. In 2005, the Plan was updated by San José Department of Public Works, Department of Transportation, and the Office of Cultural Affairs. Its goal was to “enrich pedestrian experience” and “to support and accommodate existing and planned transit services.”³⁷ The Plan offers guidelines for designing the “physical and visual image of pedestrian-oriented life” in downtown San José.³⁸

- The Downtown Streetscape Master Plan illustrates the current situation of streetscape features, and suggests development approaches for the future. Streetscape policies include:
- Streets are public.
- All sidewalks should be accessible for all users and the design guideline should cover all applicable state, federal, and local law and codes such as the Americans with Disabilities Act, and Title 25 of the California Building Code.

- The design guidelines should follow the City of San José established grid system.
- Serious consideration of pedestrian safety maintenance is critical.

The Plan classifies street types as “urban structure streets, downtown pedestrian network streets, downtown residential streets, and paseos.”³⁹ East Santa Clara Street belongs to “urban structure streets,” a street that gives structure to the city both physically and in the mind and memories of its users.

Transit connectivity is a crucial element in the Plan. The plan aims to “combine the



ease of use and safe and comfortable transit waiting through recommendations such as well-designed transit stops, and bus stops in particular, wider curb radii to facilitate bus-turning movement onto streets, considering bulb-outs, and providing enough space for transit lanes (not less than 22 feet).⁴⁰



SAN JOSÉ PEDESTRIAN MASTER PLAN, 2008

In 2006, San José Department of Transportation developed *San José Pedestrian Master Plan* in conjunction with the ADA

Transit Plan Update for Sidewalks. The document offers recommendation for improving the pedestrian experience within the city including “expanding San José Traffic Accident Reduction Program, continuing the safe street initiative to provide better lighting to enhance safety at pedestrian

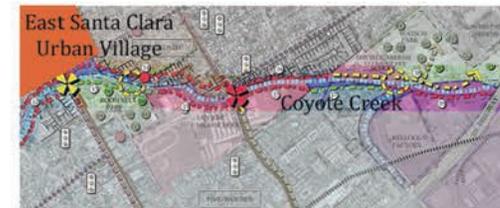
crossings, and enforcing the red-light violations through a photo enforcement program.”⁴¹ The Pedestrian Master Plan also offers some recommendations for encouraging people to walk, such as “design and print walking maps for San José neighborhoods, and continue to install way-finding signage in areas with high pedestrian activity.”⁴²



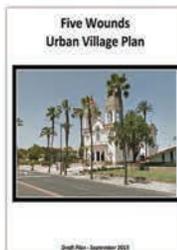
COYOTE CREEK TRAIL MASTER PLAN, 2011

The Coyote Creek Trail Master Plan proposes a pedestrian and bicycle trail throughout San José along Coyote Creek. When

completed, the trail will be part of a net-



work of 100 miles of trails within the city, extending approximately 30 miles in length from the San Francisco Bay Trail to the north to near Anderson Lake County Park in Morgan Hill to the south. The trail will extend along rivers, creeks, and overland corridors throughout the City.



FIVE WOUNDS URBAN VILLAGE PLAN, 2013

The Five Wounds Urban Village Plan is one of the first to carry forth the Urban Village strategy of the *Envision San José 2040*

General Plan. Located to the east of the Urban Village study area, the Plan outlines a path that can guide the district to becoming a vibrant mixed-use and pedestrian-oriented neighborhood. The Plan supports the Santa Clara-Alum Rock Bus Rapid Transit System (BRT) project along East Santa Clara Street, the upcoming Bay Area Rapid Transit (BART) extension, a good mix of

land uses, an increase of public spaces, and it facilitates all modes of travel.⁴³ The Plan also envisions high-density, mixed-use and commercial development to surround the “Town Square” to bolster the two BART Station entrances projected to be within this part of San José.



BART STRATEGIC PLAN

The BART Strategic Plan was adopted in 2008 with a mission to provide safe, clean, reliable and customer-friendly regional public transit service that increases mobility and accessibility, strengthens community and economic prosperity and helps preserve the Bay Area’s environment.⁴⁴ This document outlines three goals:

1. A quality customer experience.
2. A mission and value driven workforce.
3. A stable and sustainable system.

The plan also takes a look at ten key indicators that provide guidance towards desired outcomes, project programs, and overall implementation strategies:

1. Customer satisfaction
2. System capacity and utilization
3. System reliability
4. Workforce effectiveness
5. Effective succession and staffing patterns
6. Quality internal communications
7. Core system renovation
8. Carbon reduction
9. Financial stability
10. Regional sustainability





SOUTH FIRST AREA (SOFA) STRATEGIC DEVELOPMENT PLAN, 2002

This Plan helps to guide development and redevelopment strategies in the area, and is the result of a broad consideration and detailed look at issues related to public policy, historic and cultural resources, infill development, streetscape and open space, and circulation, as they apply to the South First Area.⁴⁵ The SoFA boundary includes I-280, Market Street, Balbach Street, Third Street, Fourth Street, and San Carlos Street. This plan describes SoFA as a unique and distinct place within San José, a social place and space where a variety of businesses, activities and people congregate in an active and heterogeneous environment.⁴⁶ The location of the *SoFA Development Plan* is close to the East Santa Clara Urban Village boundary.



CONCLUSION

Including some of the oldest neighborhoods in San Jose, the East Santa Clara Urban Village study area has undergone significant change in the last hundred and fifty years. It has been home to the three major economic trends in San Jose: agriculture, industrial canneries, and computer technology development. The area has evolved into a residential community with a core of retail and services development. Particularly in recent years, the study area has been the focus of planning and investment from neighborhoods, community organizations, and the City. This current urban village planning effort represents a cumulative approach to focusing growth and development in a way that reflects the values of the community and citywide goals.

End Notes

- 1 Campus Community Association, "Naglee Park History," August 2009 <http://www.nagleepark.org/nphiStory.html> (Accessed October 2014).
- 2 Archives & Architecture, Heritage Resource Partners, Historical Context Survey, 13th Street Neighborhoods, National Trust for Historic Preservation, December 2006, 19.
- 3 CCA, "Naglee Park History"
- 4 Halberstadt, April. Campus Community Association: Naglee Park History. <http://www.nagleepark.org/>

nphistory.html (accessed November 4, 2014)

- 5 Archives & Architecture, Historical Context Survey, 19.
- 6 Archives & Architecture, Historical Context Survey, 21.
- 7 SPUR, "Shaping Downtown San José: The Quest to Establish an Urban Center for Silicon Valley," April 4, 2013, <http://www.spur.org/publications/article/20130404/shapingdowntownsanjose> (Accessed October 2014).
- 8 City of San José, Department of Planning, Building and Code Enforcement, University Neighborhoods Revitalization Plan, October 6, 1998, 12.
- 9 City of San José, University Neighborhoods Revitalization Plan, 34.
- 10 City of San José, "Strong Neighborhood Initiative," <http://www.sanJoseca.gov/index.aspx?NID=1745> (Accessed October 2014).
- 11 Redlawsk, David P., Tom Rice and Associates, Civic Service, Service Learning with State and Local Government Partners, 2009, 4648.
- 12 Hakimzadeh, Leila, Mathew VanOosten, "Urban Villages to Reshape San José," Northern News, (November 2014), 1718, <http://norcalapa.org/wpcontent/uploads/2014/10/NorthernNewsNov2014.pdf#page=19> (Accessed October 2014)
- 13 Hakimzadeh, VanOosten, "Urban Villages to Reshape San José," 18.
- 14 Redlawsk, Civic Service, 45.
- 15 City of San José, Envision San José 2040 General Plan, November 2011, 7.
- 16 VanOosten, Matthew. "East Santa Clara Street Urban Village" Roosevelt Community Center. San Jose, CA. November 12, 2014. Urban Village Community Workshop presentation
- 17 City of San José Department of Planning, Building

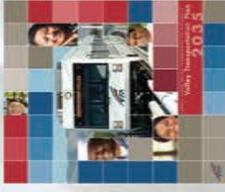
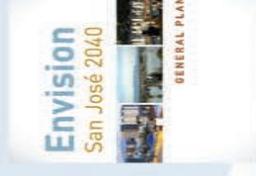
TIMELINE OF PROJECTS AND PLANS

There are several transportation improvements anticipated in the coming decades that will have a direct impact on the corridor, including: bus rapid transit (BRT), BART to San Jose, Caltrain electrification, VTA bus service and route expansions, California High Speed Rail, and expanded bike infrastructure and facilities. This timeline provides an overview of adopted land use and mobility plans over the past few decades.

Jackson Neighborhood Revitalization Plan
San Jose 2020 General Plan
Midtown Specific Plan
SJSU Master Plan
13th Street Neighborhood Improvement Plan
FWBT Neighborhood Improvement Plan
General Plan 2040
Jackson-Taylor Specific Plan
Santa Clara County Housing Element
Plan Bay Area
San Jose Downtown New Health Center
San Jose Strategic Action Plan for San Jose Downtown
Five Wounds Urban Village Plan
San Jose Draft Housing Element
Diridon Station Area Plan

1990-1999
2000-2005
2006-2010
2011-2013
2014-on

Alum Rock BRT Final EIR
Santa Clara Alum Rock Transit Improvement Project
VTP 2040 Final Draft
VTA BRT Strategic Plan 13
San Jose Bike Plan
Coyote Creek Trail Master Plan
MTC Complete Streets
Berryessa Extension Project (Construction Began)
2013 VTA 2040 Plan
Bay Area Bike Share
SPUR Freedom to Move



EAST SANTA CLARA STREET CORRIDOR
/// Urban Village

EXISTING PLANS AND POLICIES

6. San Jose Strategic Action Plan for Downtown San Jose (2013)

Objective: Highlight issues and priorities for the Downtown area of San Jose such as:

- 1) Integrate transportation and land use.
- 2) Establishment of the Downtown Community Development Corporation.
- 3) Destination Downtown marketing and branding.

7. Diridon Station Area Plan (2014)

Objective: Develop around the Diridon Station that anticipates maximum build-out of transit-related development. Some important aspects are:

- 1) Transit Residential, Urban Village, Urban Residential, Residential.
- 2) Public/Quasi-public open space, parklands, and habitats.
- 3) Active ground floors.

1. Downtown Design Guidelines (2004)

Objective: Enhance the character of the city, encourage creativity, and achieve design excellence. Some recommendations are:

- 1) Maintain East Santa Clara view corridor.
- 2) Identify sites for public art and opportunities for development.

1.1 Downtown Historic Guidelines Draft (2004)

Objective: Provide guidance to any future plans that will be directly or indirectly impact historic buildings. Recommendations are:

- 1) Maintain significant historic features and characters.
- 2) Ensure the architectural design elements are well integrated into the existing character of the neighborhood.

5. Jackson Taylor Neighborhood Revitalization Plan (1987)

Objective: Long-term elimination of incompatible land uses, preservation of residential areas, revitalization and reinforcement of Neighborhood Business District, and improve quality of residential environment. An updated Jackson-Taylor Specific Plan was created in 1992 and was amended three times in 1996, 1997, and 2008.

4. 13th Street Neighborhood Improvement Plan (2002)

Objective: Revitalize 13th Street neighborhoods while protecting and enhancing neighborhood character, condition, appearance, and safety. Some recommendation are:

- 1) Implement 13th Street Mixed-Use Neighborhood Corridor.
- 2) Ensure availability of full-service hospital facilities.
- 3) Encourage infill of underutilized lots with historic buildings or appropriately scaled and designed projects.

8. Five Wounds Urban Village Plan (2013)

Objective: Create a pedestrian and transit oriented, complete community. Some recommendations are:

- 1) Develop area around a town square with a mix of uses.
- 2) Integrate high-density housing.
- 3) Create a neighborhood center.
- 4) Create vibrant places.

3. Five Wounds/Brookwood Terrace Neighborhood Improvement Plan

Objective: Established goals and visions for this neighborhood through the analysis of existing conditions and integrating community inputs. Some major visions are:

- 1) Improve streetscape and traffic calming.
- 2) Create a "college-going culture."
- 3) Increase healthcare services, available housing, law enforcement, rehabilitation services, and youth/teen activities and programs.

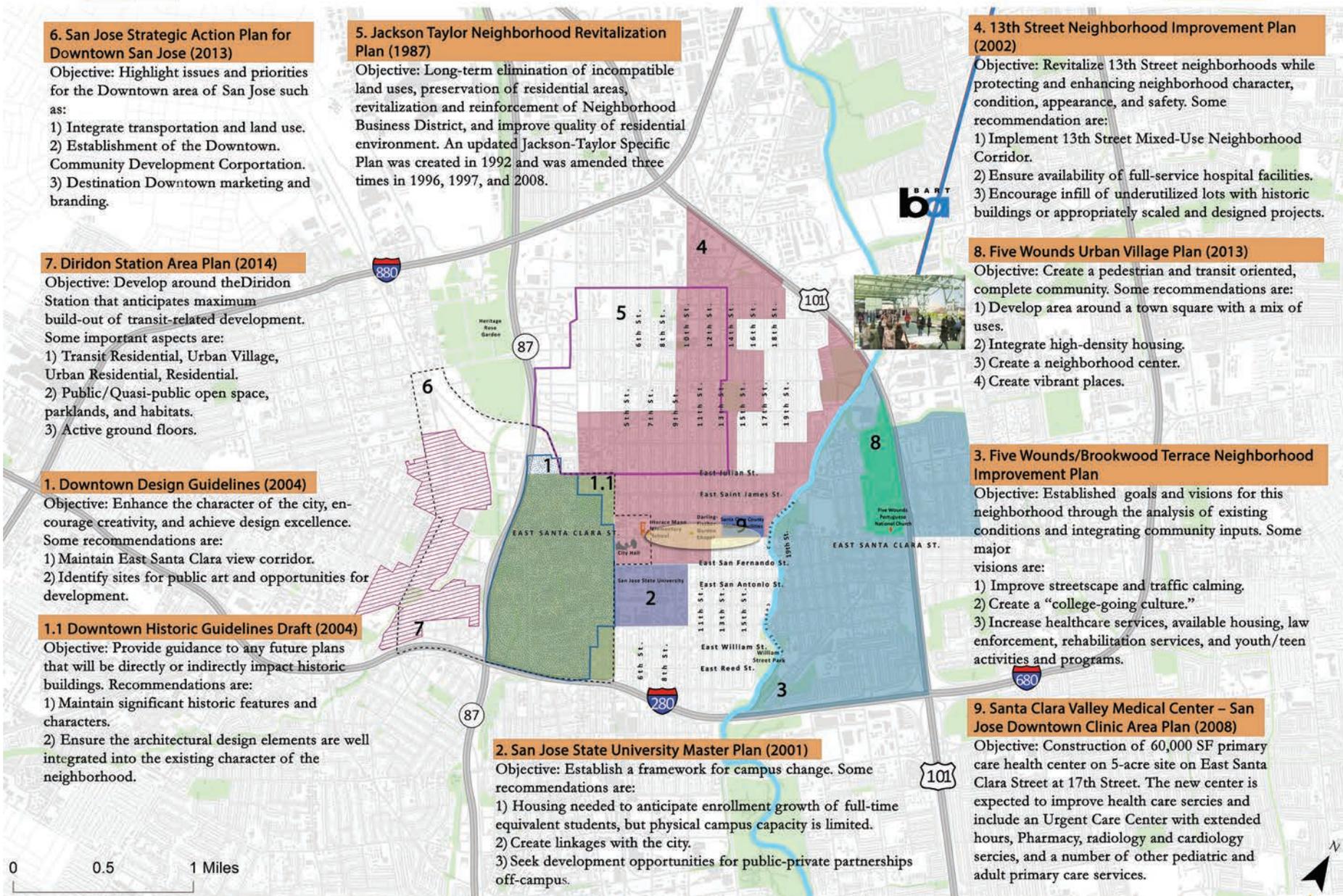
9. Santa Clara Valley Medical Center – San Jose Downtown Clinic Area Plan (2008)

Objective: Construction of 60,000 SF primary care health center on 5-acre site on East Santa Clara Street at 17th Street. The new center is expected to improve health care services and include an Urgent Care Center with extended hours, Pharmacy, radiology and cardiology services, and a number of other pediatric and adult primary care services.

2. San Jose State University Master Plan (2001)

Objective: Establish a framework for campus change. Some recommendations are:

- 1) Housing needed to anticipate enrollment growth of full-time equivalent students, but physical campus capacity is limited.
- 2) Create linkages with the city.
- 3) Seek development opportunities for public-private partnerships off-campus.



EAST SANTA CLARA STREET CORRIDOR
 Urban Village

APPENDIX B - DEMOGRAPHIC DATA AND MAPS

Appendix B: Demographics Tables and Community Analyst Maps

Population: This table illustrates population by age for Naglee Park and Horace Mann & Julian/St. James neighborhoods.¹

Population by Age, Census 2010				
Years	Naglee Park		Horace Mann & Julian/St. James	
	Number	Percentage (%)	Number	Percentage (%)
0 to 4	169	5.8	321	6.2
5 to 9	140	4.8	276	5.3
10 to 14	105	3.6	232	4.5
15 to 19	155	5.4	290	5.6
20 to 24	493	17.0	598	11.5
25 to 34	433	15.0	1021	19.6
35 to 44	406	14.0	750	14.4
45 to 54	462	16.0	636	12.2
55 to 64	339	11.7	489	9.4
65 to 74	118	4.1	251	4.8
75 to 84	49	1.7	228	4.4
85+	25	0.9	106	2.0
Total	2894	100	5198	100

Educational Attainment: This table demonstrates ESRI's forecast for 2014 for population 25 years and above by educational attainment for Horace Mann & Julian/St. James and Naglee Park neighborhoods.²

2014 Population 25+ by Educational Attainment		
	Naglee Park	Horace Mann & Julian/St. James
< 9th grade	10.5%	20.8%
9th 12th grade, no diploma	5.2%	11.8%
High School Graduate	13.5%	16.2%
GED/Alternative Credential	2.0%	2.0%
Some college, No Degree	15.9%	19.1%
Associate Degree	5.3%	7.9%
Bachelor's degree	26.8%	16.8%
Graduate/Professional degree	20.8%	5.4%

Housing Tenure: This table shows Naglee Park and Horace Mann/St. James – Julian neighborhoods' profile for housing tenure.³

¹ US Census Bureau, Census 2010 Summary Profile. (Accessed October 15, 2014).

² US Census Bureau, Census 2010 Summary Profile.

	Naglee Park	Horace Mann & Julian/St. James
Renter Occupied Households	569	1483
Owner Occupies Households	533	456
Total number of Households	1102	1939

Household Income: This table illustrates that Naglee Park neighborhood has a higher household income and higher property values, close to city average, compared to Horace Mann & Julian/St. James.⁴

	Naglee Park	Horace Mann & Julian/St. James	San Jose
Median Household Income	\$76,000	\$36,000	\$76,593
Median Home Values	\$650,000	\$450,000	\$624,800 ⁵

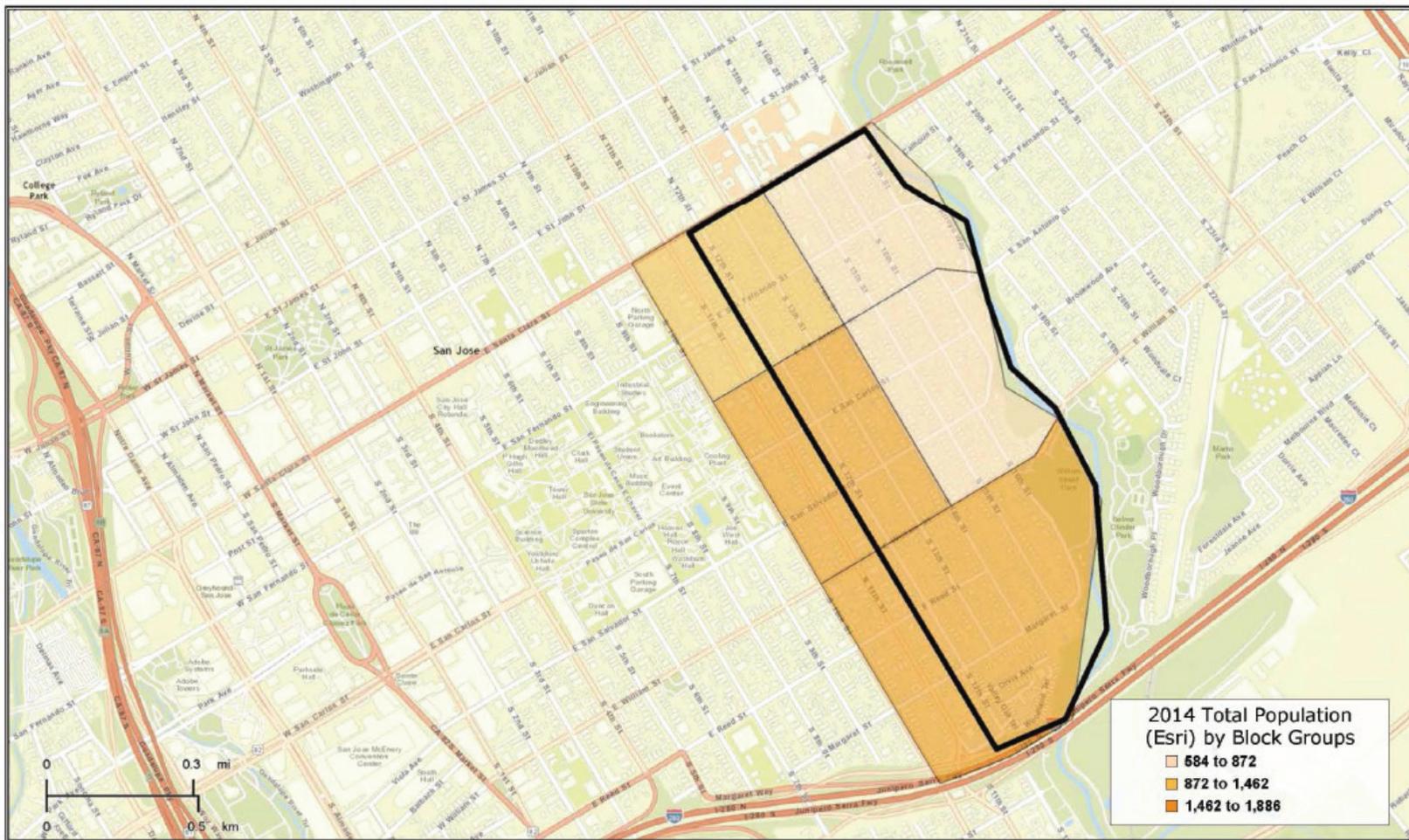
³ US Census Bureau, Census 2010 Summary Profile.

⁴ US Census Bureau, Census 2010 Summary Profile.

⁵ US Census Bureau, Census 2010 Summary Profile.

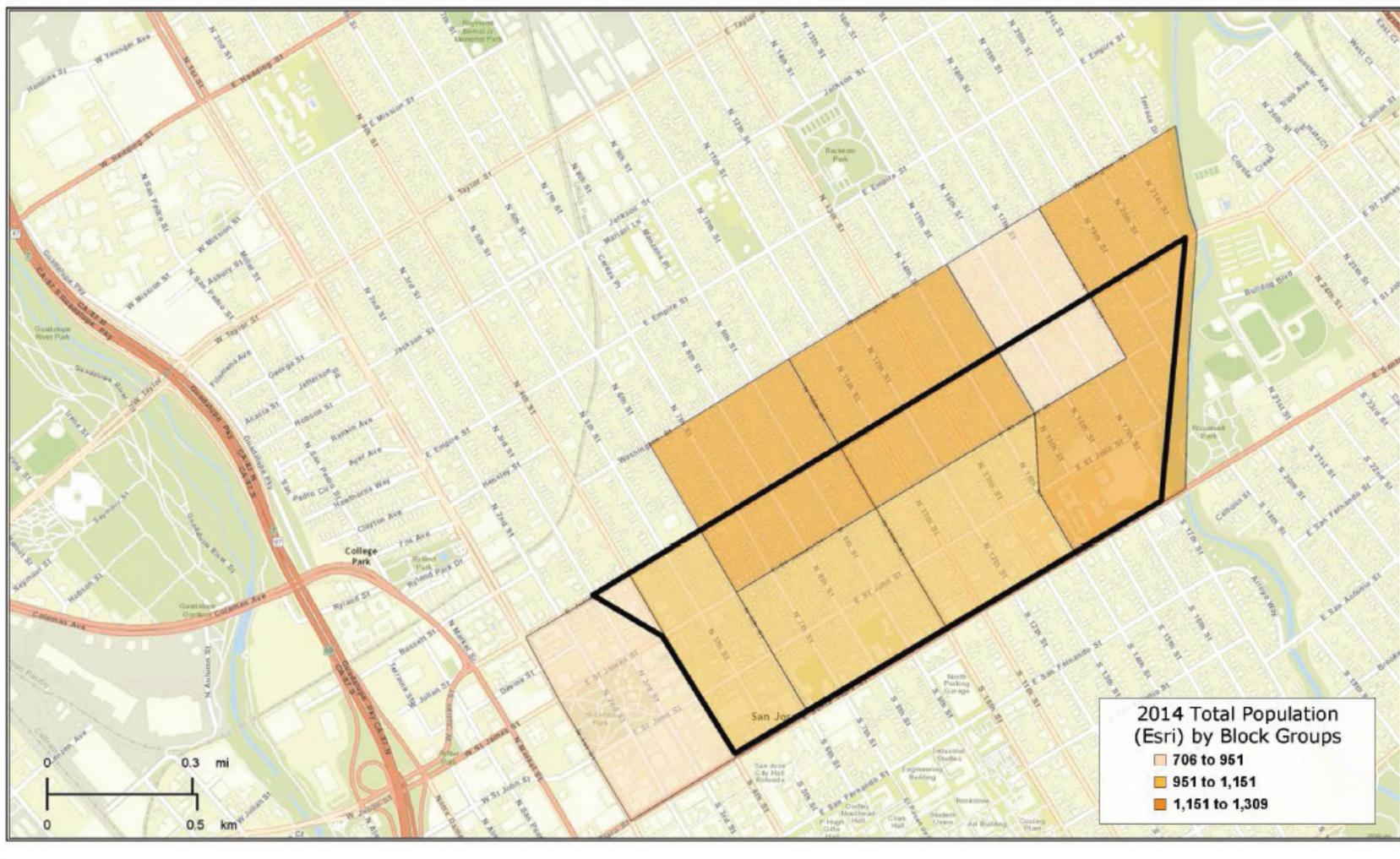


TOTAL POPULATION IN NAGLEE PARK NEIGHBORHOOD BY BLOCK GROUPS



EAST SANTA CLARA STREET CORRIDOR Urban Village

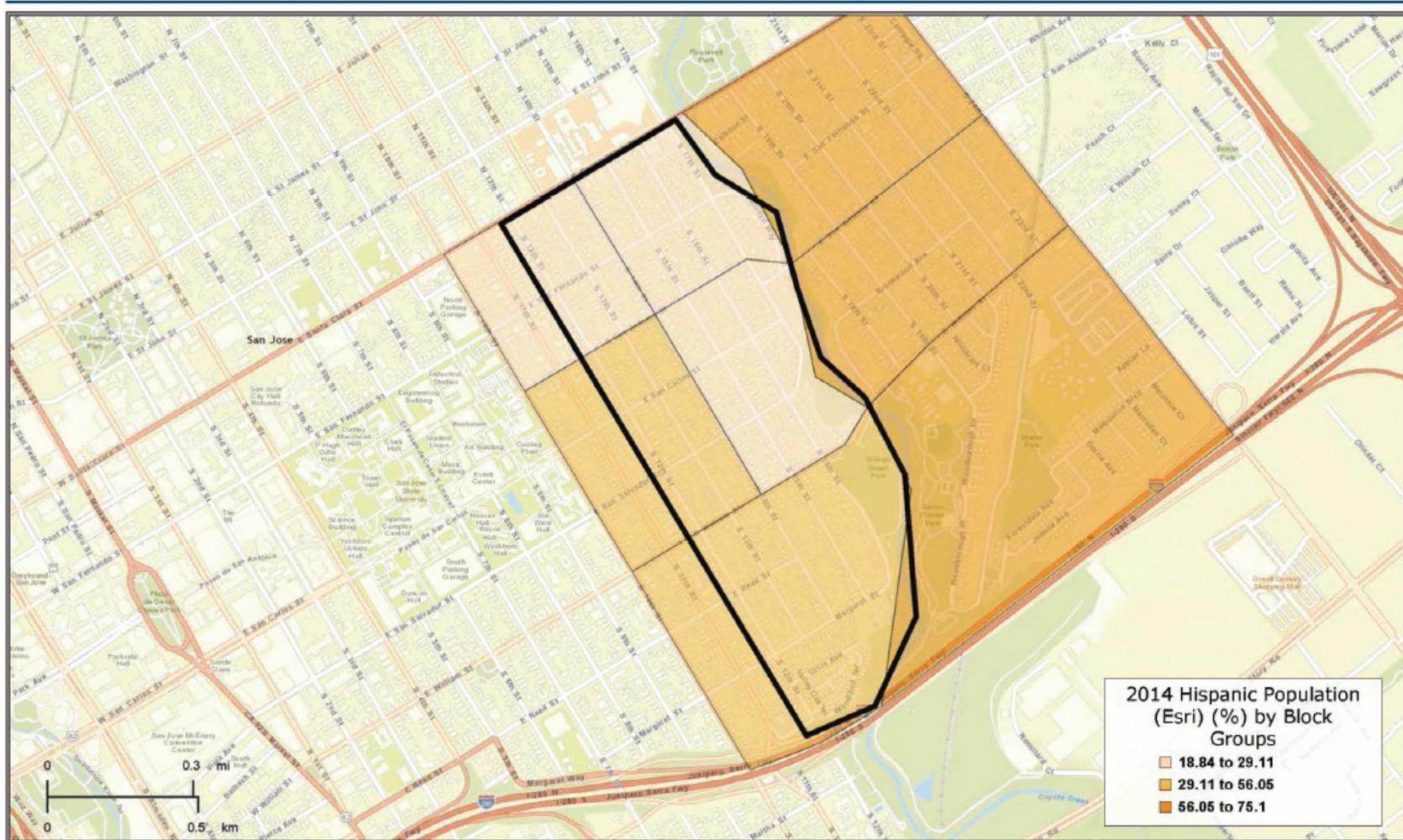
TOTAL POPULATION IN HORACE MANN NEIGHBORHOOD BY BLOCK GROUPS



EAST SANTA CLARA STREET CORRIDOR
 /// Urban Village



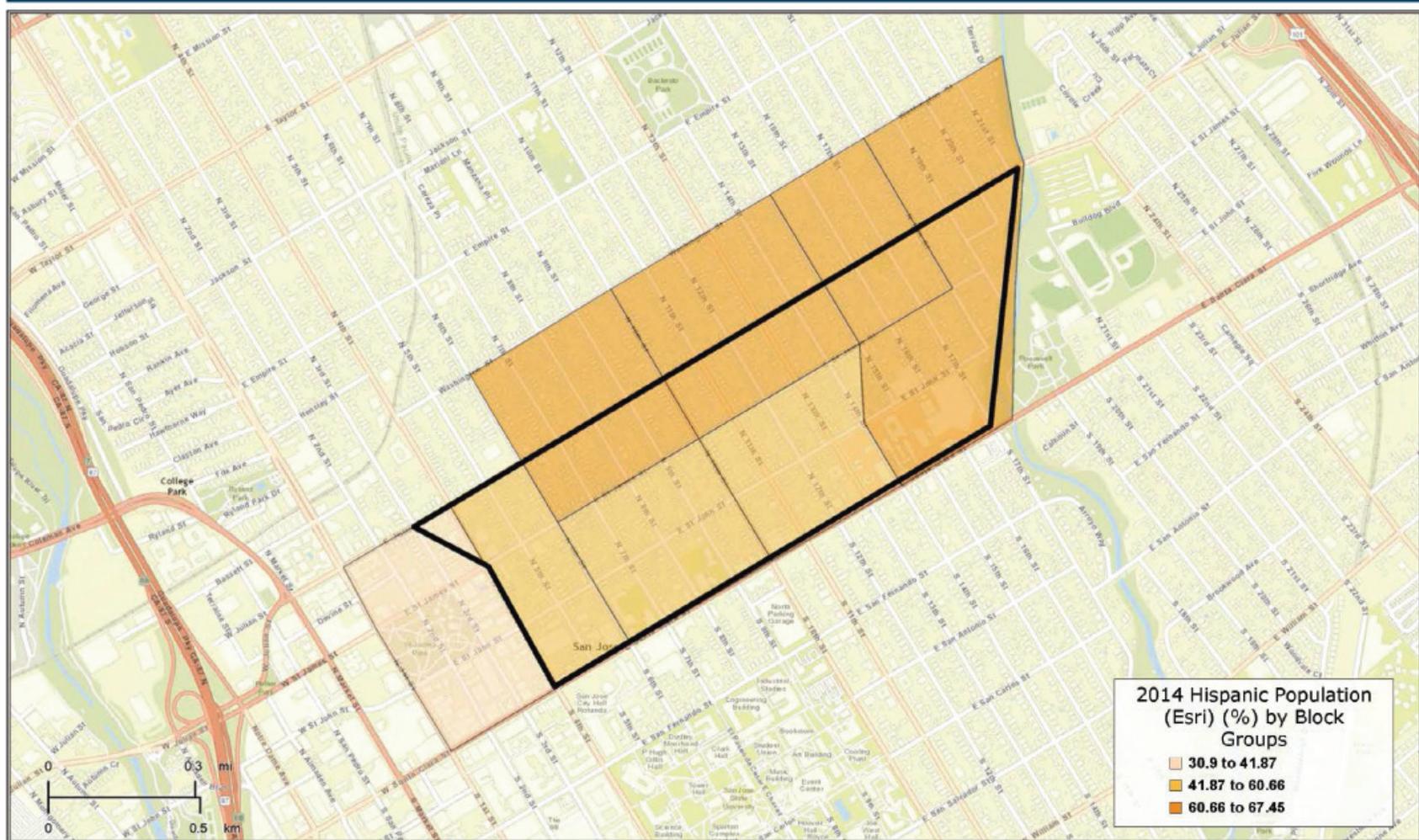
HISPANIC POPULATION IN NAGLEE PARK NEIGHBORHOOD BY BLOCK GROUPS



EAST SANTA CLARA STREET CORRIDOR
Urban Village



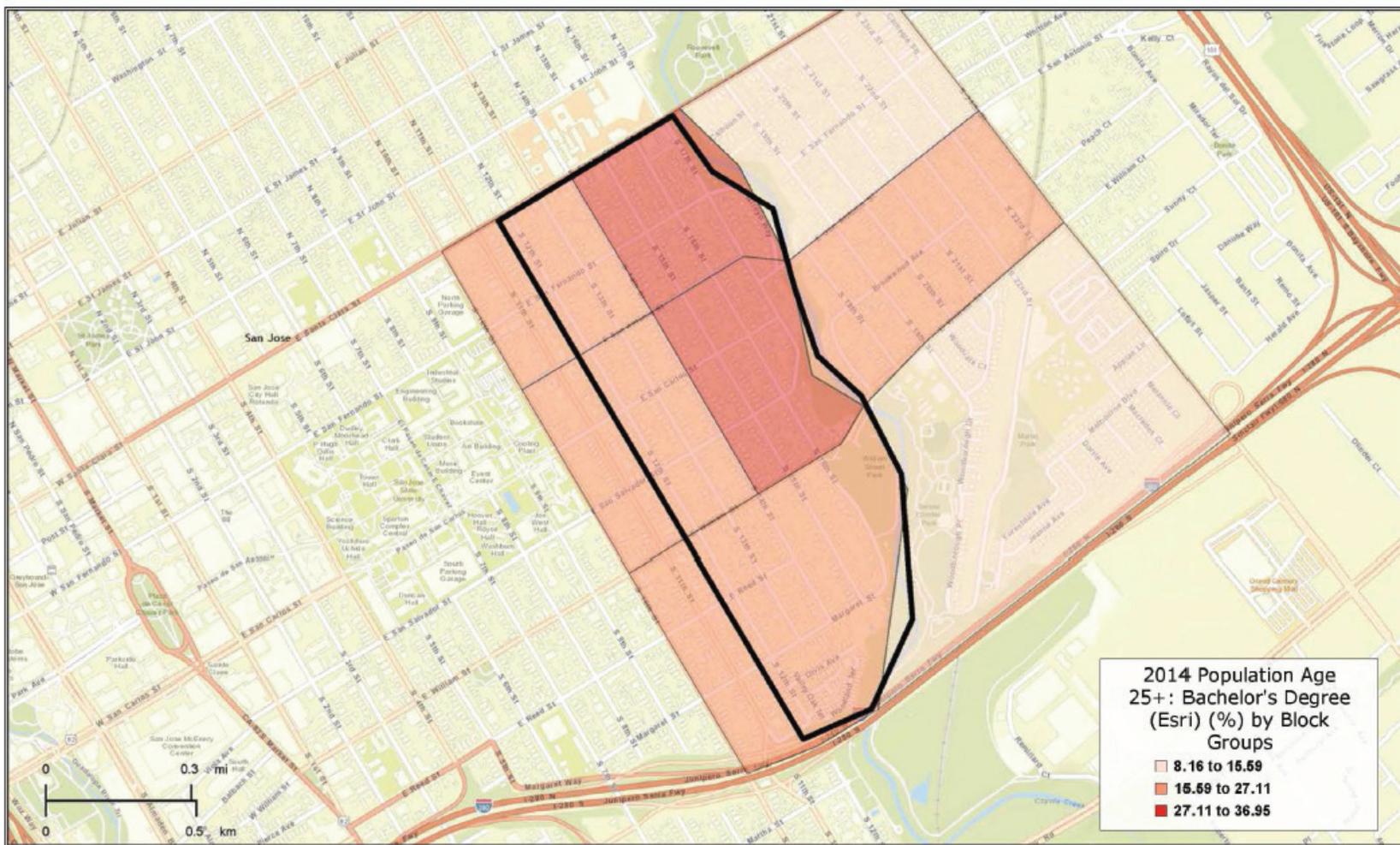
HISPANIC POPULATION IN HORACE MANN NEIGHBORHOOD BY BLOCK GROUPS



EAST SANTA CLARA STREET CORRIDOR

/// Urban Village

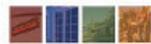
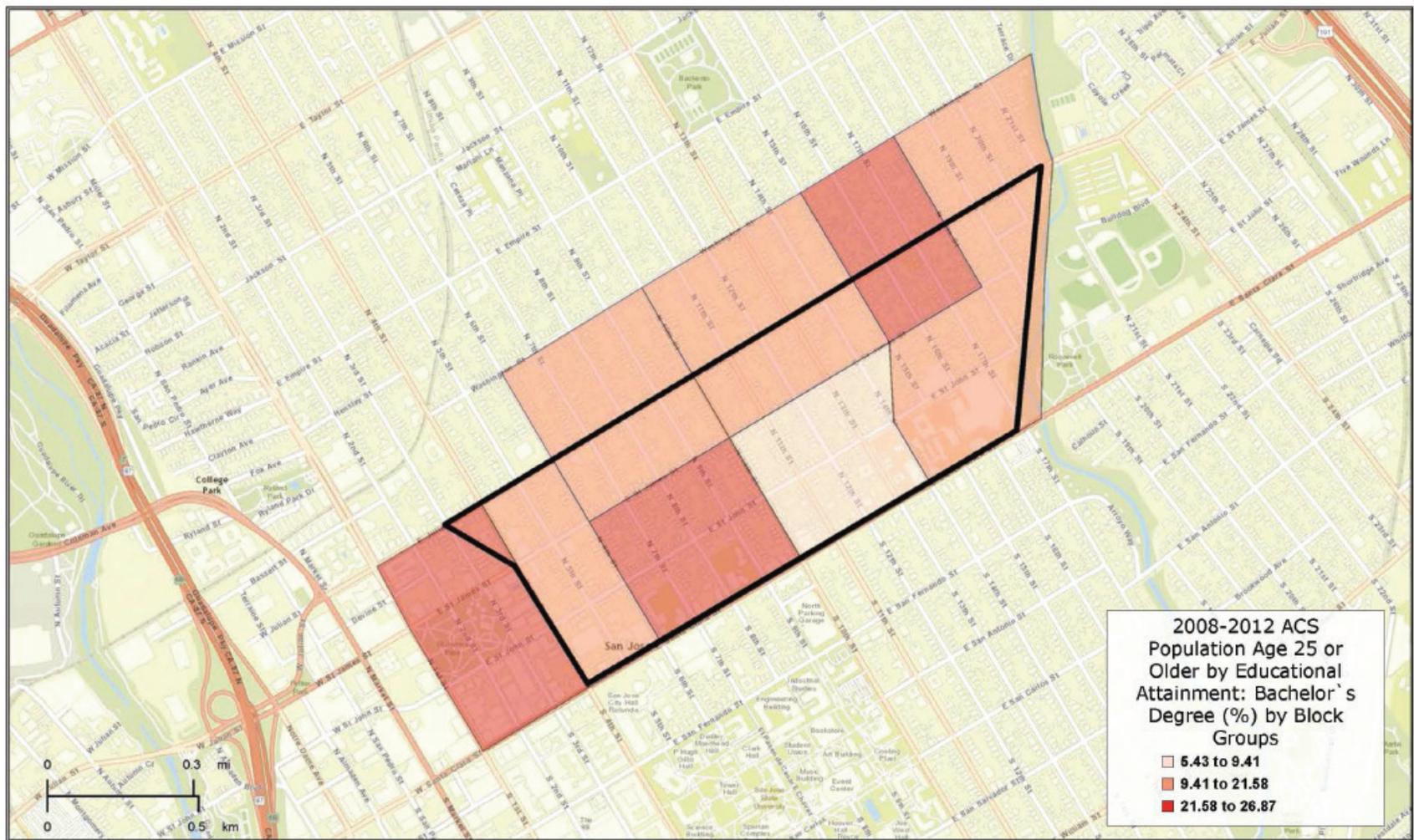
EDUCATIONAL ATTAINMENT IN NAGLEE PARK NEIGHBORHOOD BY BLOCK GROUPS



EAST SANTA CLARA STREET CORRIDOR
 Urban Village

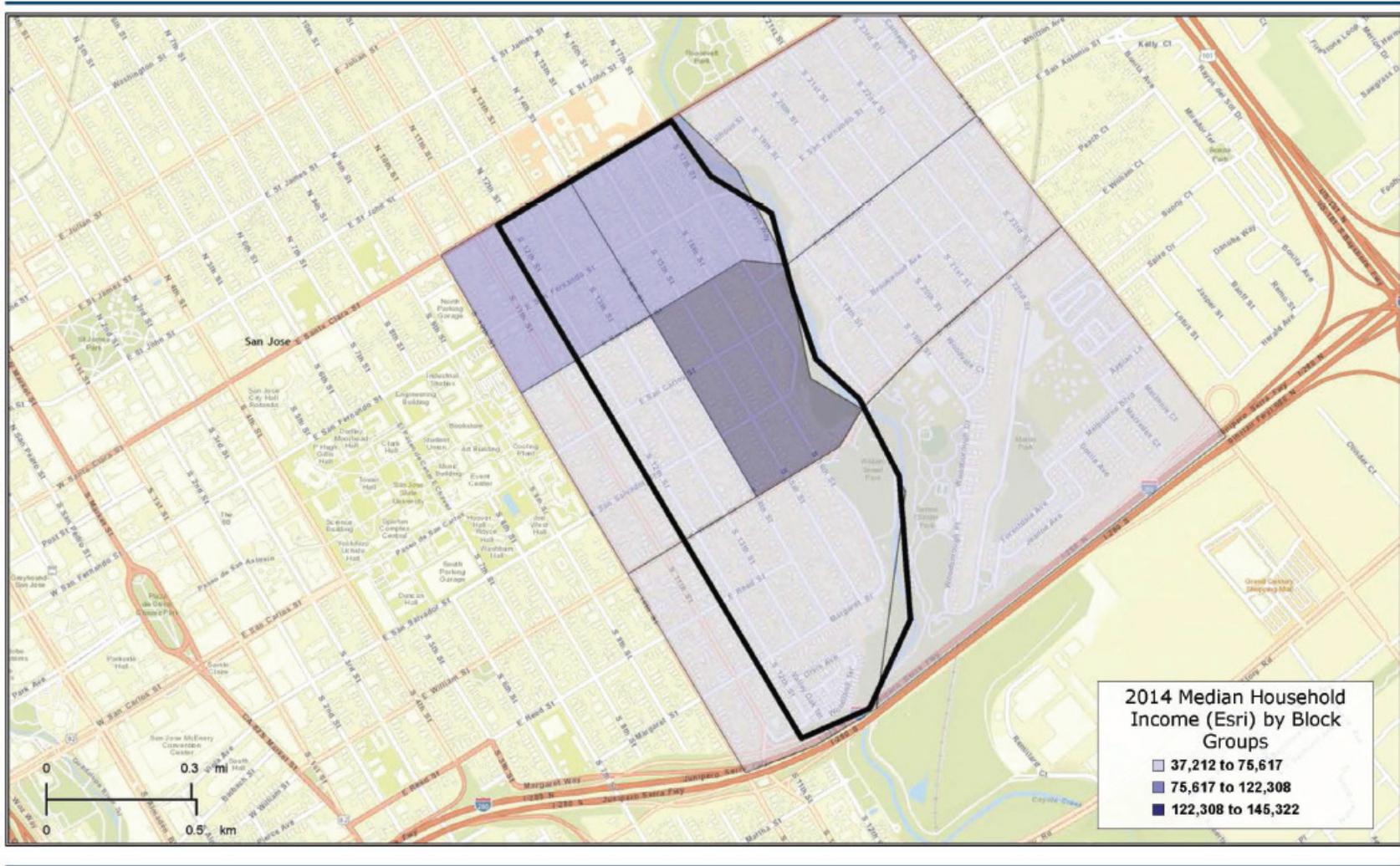


EDUCATIONAL ATTAINMENT IN HORACE MANN NEIGHBORHOOD BY BLOCK GROUPS



EAST SANTA CLARA STREET CORRIDOR
/// Urban Village

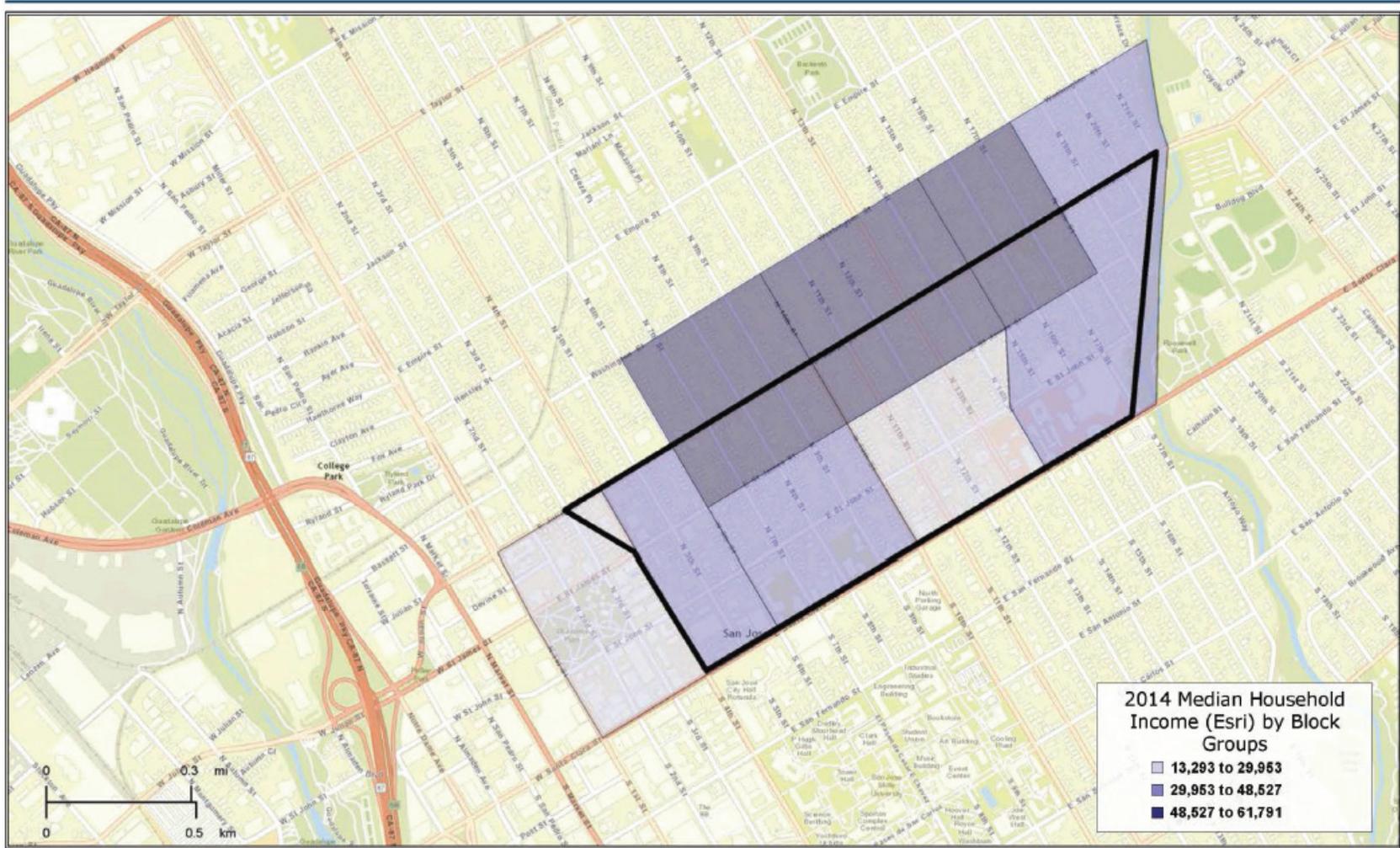
**MEDIAN HOUSEHOLD INCOME IN NAGLEE PARK NEIGHBORHOOD
BY BLOCK GROUPS**



EAST SANTA CLARA STREET CORRIDOR
/// Urban Village



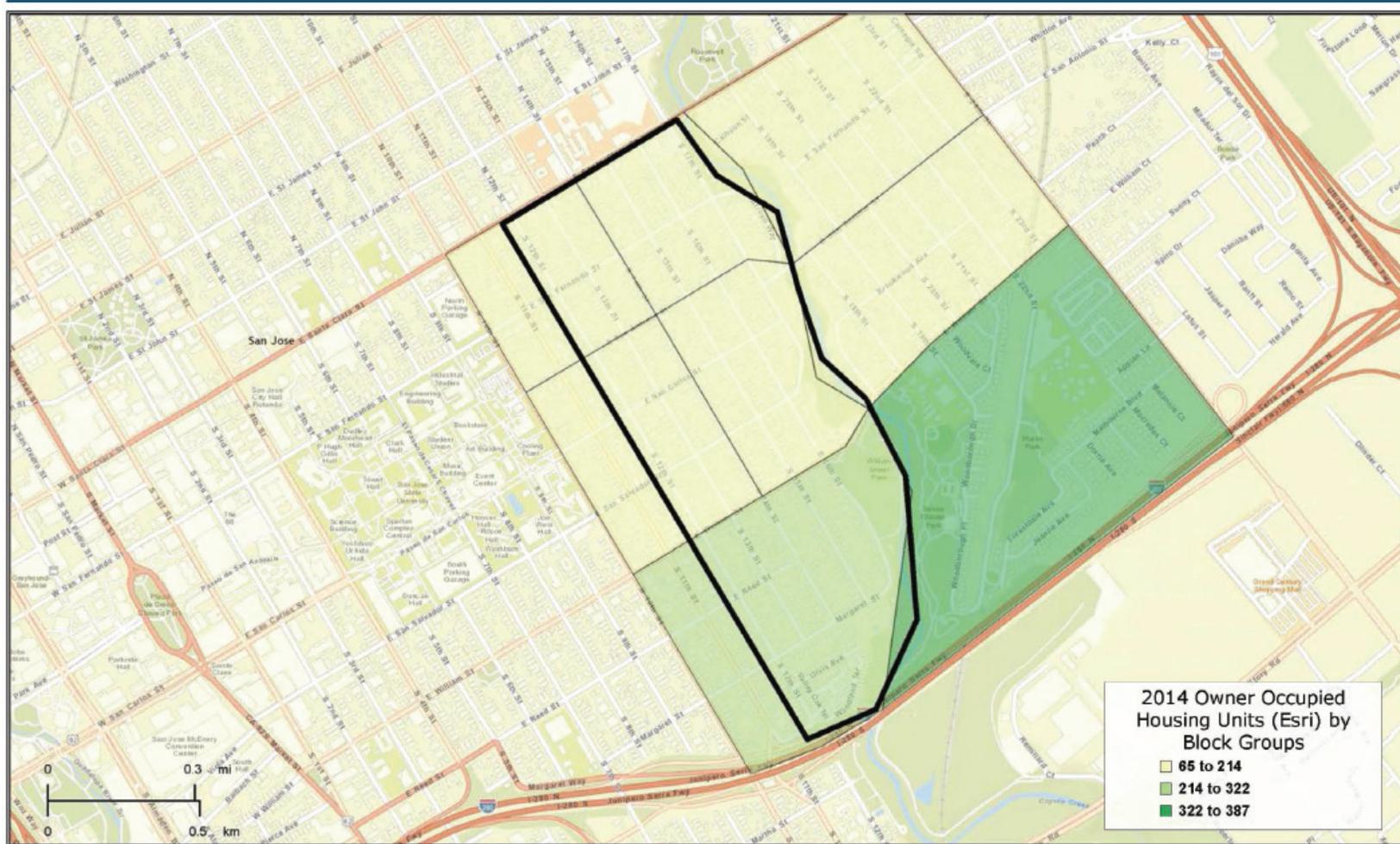
MEDIAN HOUSEHOLD INCOME IN HORACE MANN NEIGHBORHOOD BY BLOCK GROUPS



EAST SANTA CLARA STREET CORRIDOR
 /// Urban Village



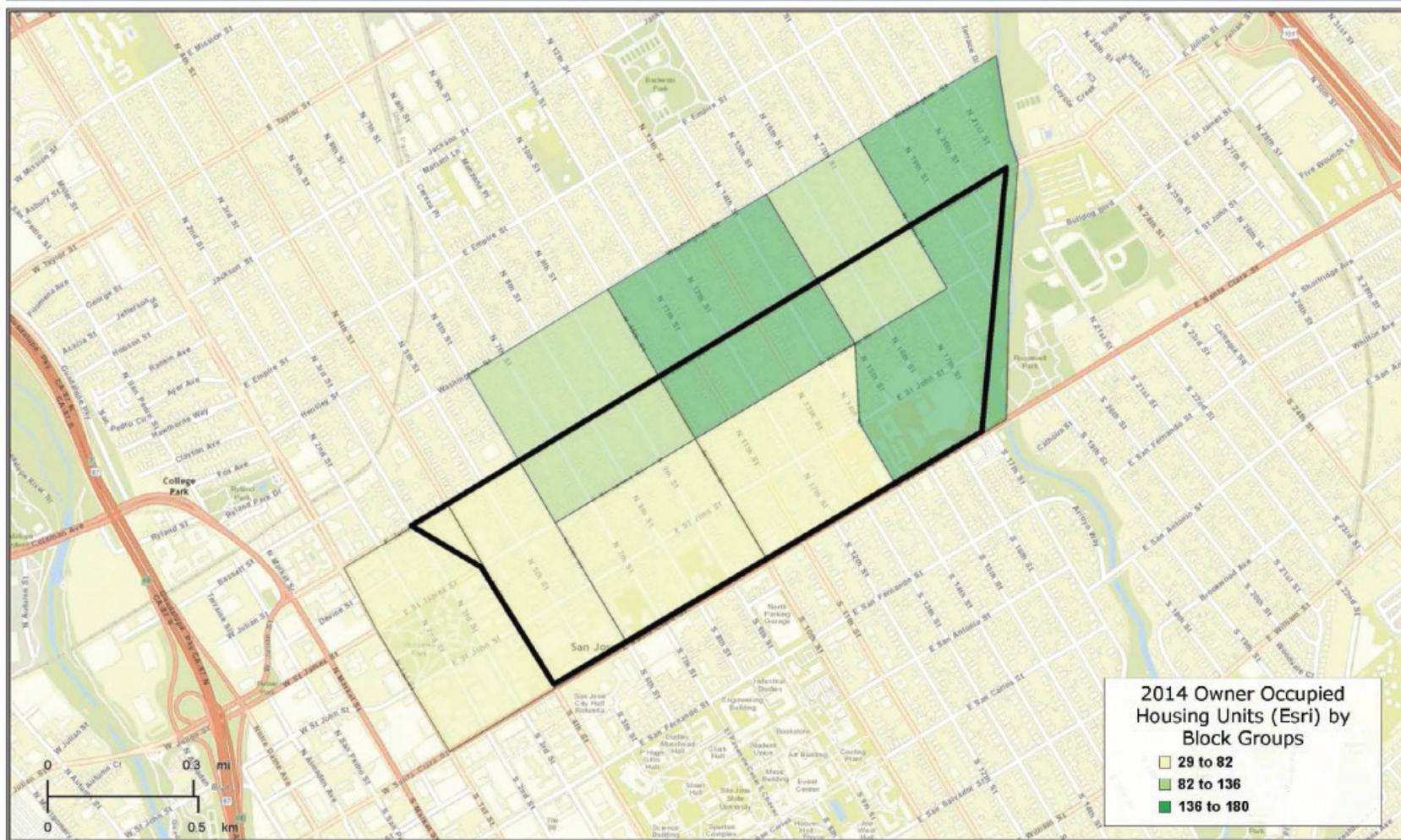
OWNER OCCUPIED HOUSING UNITS IN NAGLEE PARK NEIGHBORHOOD BY BLOCK GROUPS



EAST SANTA CLARA STREET CORRIDOR
 Urban Village



OWNER OCCUPIED HOUSING UNITS IN HORACE MANN NEIGHBORHOOD BY BLOCK GROUPS



EAST SANTA CLARA STREET CORRIDOR

/// Urban Village

APPENDIX C - DESCRIPTIONS AND IMAGES OF LOCAL HISTORIC LANDMARKS INSIDE THE STUDY AREA

TABLE ONE: DESIGNATED HISTORIC LANDMARKS INSIDE ESCUV

<p>1. <i>Location:</i> 51 North 9th Street, San Jose <i>Structure Name:</i> Saint Patrick's School <i>Original Use:</i> Catholic School <i>Current Use:</i> Catholic School <i>Construction date:</i> 1899 (estimated), 1925 <i>Notes:</i> A Gothic Revival Sunday School Hall was constructed on the west side of the N 9th St. sometime before 1901; this structure survived the 1906 quake but was demolished in 1968. In 1925 the first parochial school established in San Jose took the existing Gothic Revival structure. After 1925 the school would expand into a new building at its current address.</p>	 <p>51 North 8th Street, San Jose http://stpatrickschool.org/ourhistory.html (accessed November 6, 2014)</p>
<p>2. <i>Location:</i> 55 North 11th Street <i>Structure Name:</i> Tommie Smith Residence <i>Original Name:</i> none <i>Original Use:</i> Residence <i>Current Use:</i> Residence <i>Construction date:</i> circa 1870 <i>Notes:</i> Tommie Smith lived at this residence during the 1968 Summer Olympics where he won gold in the 200 meter dash. Furthermore, Smith was an iconic figure in the civil rights movement, and was an inductee into the Black Hall of Fame, Bay Area Hall of Fame, and received an Honorary Doctorate Degree in Humane Letters from San Jose State University. Tommie Smith rented the structure along with his wife Jimi Denise in 1968. In 1970 the couple had purchased the home. Currently the structure is in poorly kept up with trash, address number sprayed painted on, and overgrown landscaping. It is unknown what kind of condition the structure is. In January of 2008 a developer took steps to demolish the structure in order to build attached dwellings, but ultimately plans were not fulfilled.</p>	 <p>Photo by Stephen Patrick Nester, 55 N 11th Street, Tommie Smith 11/1/2014</p>

Appendix B | 1

Source: fall 2014 Graduate Student Assessment Team Research; Original date sources listed at end of Appendix

Table Two: Representative and Potentially Significant Structures

<p>1. <i>Location:</i> 301 East Santa Clara, San Jose <i>Structure Name:</i> BOBO Drinks <i>Original Name:</i> Grace Baptist Church (Four Square Gospel Church) <i>Original Use:</i> Baptist Church <i>Current Use:</i> Commercial/Restaurant <i>Construction date:</i> 1886/1916 <i>Notes:</i> The structure was built in the style of Mission Revival. The Grace Baptist Church occupied the structure in 1916. By 1941 the congregation had outgrown the building and relocated, selling the building to the Four Square Gospel Church. In the 1980's the structure was converted to commercial use and currently the building is being used restaurant selling drinks and deserts.</p>	 <p>Photo by Stephen Patrick Nester, 301 E Santa Clara, San Jose 11/1/2014</p>
<p>2. <i>Location:</i> Corner of St. John St. and N 16th, San Jose <i>Structure Name:</i> Building 800/IBM Punch card Factory <i>Original Use:</i> IBM Punch Card Manufacturing, Temple Laundry <i>Current Use:</i> Vacant (no evidence of current use found) <i>Construction date:</i> Circa 1919 <i>Notes:</i> The Structure was originally used as Temple Laundry. In 1943 IBM expanded facilities to the west coast, setting up operations in San Jose. IBM would use the site to manufacture punch cards up in till 1960. In 1961 the the structure would become part of the San Jose Medical Complex and become known as "Building 800". The building as is exists today is the original Temple Laundry structure along with remnants of editions made by IBM.</p>	 <p>Photo By Stephen Patrick Nester, Corner of 16th and St. Johns Street San Jose, Old IBM Building 11/01/2014</p>

3.

Location: 304 East Santa Clara St. San Jose

Structure Name: none

Original Name: Crystal Creamery

Original Use: Ice cream manufacturing

Current Use: Commercial

Construction date: 1919

Notes: This single story brick building was in operation as a creamery from 1919 to the early 1970's. During the Depression the Creamery was a popular outing for families with limited incomes. Individual servings of milkshakes were available for a dime, and entire families could be treated for a quarter. In the 1980's the interior of the Creamery was remodeled for commercial space. It is likely at this time when a layer of stucco was applied to cover up the red brick.



Photo by Stephen Patrick Nester, 304 E Santa Clara,
San Jose 11/6/2014

4.

Location: 345 East Santa Clara St. San Jose

Original Name: Williams Mortuary

Structure Name: none

Original Use: Mortuary

Current Use: Office Space

Construction date: 1924

Notes: Structure served as a mortuary up until the mid-1970. Building was converted into office space in the mid 1980's.



Photo by Stephen Patrick Nester, 345 E Santa Clara,
San Jose 11/6/2014

5.

Location: 401 East Santa Clara St. San Jose

Original Name: Parisian Drying and Cleaning Co. and Parisian Apartments.

Structure Name : none

Original Use: Drycleaners and upstairs apartments

Current Use : downstairs retail space

Construction date: Between 1910 to 1913

Notes: This is a two story Mission Revival structure. The down stairs were originally used as a drycleaners, but multiple other types of retail uses have occupied the space over the years.



Photo by Stephen Patrick Nester, 401 E Santa Clara,
San Jose 11/6/2014

6.

Location: 510 East Santa Clara, San Jose

Structure Name: Arco Gas Station

Original Use: Gas Station

Current Use: Gas Station

Construction date: Circa 1951 (exact date unknown)

Notes: Records for this structure are incomplete so exact dates on construction and usage is largely uncertain. Up until around 1900 the location functioned as a warehouse, but seems to have been vacant from the early part of the century up until 1935 when the first gas station was operated Arnold and Richardson Gas Station. Penniman J. E Gas Station was operated out of the location starting in 1940 named. No records were located to indicate if current structure is original, or have been remodeled. The building is of an iconic shape typical of gas stations typical of the 1950's, which had a distinct form meant to inform motorists who were unfamiliar with the area that fuel was available at the establishment. The structure itself was to serve as a sign grabbing the attention of motorists traveling at high speeds.



Photo by Stephen Patrick Nester, 510 E Santa Clara,
San Jose 11/1/2014

7.

Location: 44 North 7th Street, San Jose

Structure Name: Irish House

Original Use: Residential

Current Use:

Construction date: circa 1880 (possibly 1901)

Notes: House sited in 1973 Visual Survey. As viewed from outside, the structure appears to be well maintained. The name and construction date of the structure was obtained from a plack hung to left of front entrance. The Office of Parks and Recreation/ Office of Historic Preservation estimate that this structure was built around 1880.



Photo by Stephen Patrick Nester, 44 N 7th San Jose, 11/1/2014

8.

Location: 62 North 7th street

Structure Name: none

Original Use: Residential

Current Use: Multifamily

Construction date: circa 1910

Notes: Structure listed in 1973 Visual Inventory



Photo by Stephen Patrick Nester, 62 N 7th San Jose, 11/1/2014

9.

Location: 80 North 8th Street, San Jose

Structure Name: none

Original Use: Residential

Current Use: Residential

Construction date: circa 1890

Notes: Large two story Eastlake Victorian with raised basement.



Photo by Stephen Patrick Nester 80 N 8th San Jose, 11/1/2014

<p>10. <i>Location:</i> 90 North 8th Street <i>Structure Name:</i> none <i>Original Use:</i> Residential <i>Current Use:</i> multi family <i>Construction date:</i> circa 1900 <i>Notes:</i> This structures exterior is in good condition. According to an account of a 1973 elderly resident, the structure was once used as a bunkhouse for the Bear Creek Lumber co., who was developing the area.</p>	 <p>Photo by Stephen Patrick Nester, 90 N 8th San Jose, 11/1/2014</p>
<p>11 <i>Location:</i> 26 South 8th Street <i>Structure Name:</i> none <i>Original Use:</i> Residential <i>Current Use:</i> Residential <i>Construction date:</i> circa 1902 (CDPROHR 1875 to 95) <i>Notes:</i> One of three wooden Victorians on the street, Two story wood framed structure,</p>	 <p>Photo by Stephen Patrick Nester, 26 S 8th San Jose, 11/1/2014</p>
<p>12. <i>Location:</i> 30 North 8th Street, San Jose <i>Structure Name:</i> None <i>Original Use:</i> Residential <i>Current Use:</i> Residential <i>Construction date:</i> circa 1900 <i>Notes:</i></p>	 <p>Photo by Stephen Patrick Nester 30 N 8th San Jose, 11/1/2014</p>

13.

Location: 90 North 9th Street, San Jose

Structure Name: none

Original Use: Residential

Current Use: Residential

Construction date: circa 1880

Notes: This two story Victorian style home exterior is in excellent condition. In 1915 this residence was home to the President of the Teachers College.



Photo by Stephen Patrick Nester, 90 N 9th San Jose, 11/1/2014

14.

Location: 99 North 9th Street, San Jose

Structure Name: none

Original Use: Residential

Current Use: Multifamily

Construction date: circa 1880

Notes: Well maintained exterior. Two stories plus raised basement.



Photo by Stephen Patrick Nester, 99 N 9th San Jose, 11/1/2014

15.

Location: 18 South 9th Street

Structure Name: none

Original Use: Residential

Current Use: Residential

Construction date: 1901

Notes: This home in the first section to be sold off by the NPIC. While the construction date is listed as 1901, the property the house is located on did not go on the market until 1902.



Photo by Stephen Patrick Nester, 18 S 9th San Jose, 11/1/2014

<p>16. <i>Location:</i> 45 North 10th Street San Jose <i>Structure Name:</i> none <i>Original Use:</i> Residential <i>Current Use:</i> Residential <i>Construction date:</i> circa 1900 <i>Notes:</i> none</p>	 <p>Photo by Stephen Patrick Nester, 45 N 10th San Jose, 11/1/2014</p>
<p>17. <i>Location:</i> 60 North 10th Street San Jose, <i>Structure Name:</i> none <i>Original Use:</i> Residential <i>Current Use:</i> Residential <i>Construction date:</i> circa 1902 <i>Notes:</i> Exterior of structure is well maintained. Two stories dwelling.</p>	 <p>Photo by Stephen Patrick Nester, 60 N 10th San Jose, 11/1/2014</p>

18.

Location: 35 North 11th Street, San Jose

Structure Name: none

Original Use: Residential

Current Use: Residential

Construction date: circa 1910

Notes: none



Photo by Stephen Patrick Nester, 35 N 11th San Jose, 11/1/2014

19.

Location: 47 North 11th Street, San Jose

Structure Name: none

Original Use: Residential

Current Use: Residential

Construction date: circa 1989

Notes: Well maintained structure. Single story with raised basement and addict.



Photo by Stephen Patrick Nester, 47 N 11th San Jose, 11/1/2014

20.

Location: 54 North 11th Street, San Jose

Structure Name: none

Original Use: Residential

Current Use: Multifamily

Construction date: circa 1898

Notes: none



Photo by Stephen Patrick Nester, 54 N 11th San Jose, 11/1/2014

Appendix B | 9

21.

Location: 98 North 11th Street, San Jose

Structure Name: none

Original Use: Residential

Current Use: Multifamily

Construction date: circa 1890's

Notes: The exterior of the structure is moderately maintained, but still in relatively good shape. Two story structure plus basement.



Photo by Stephen Patrick Nester, 98 N 11th San Jose, 11/1/2014

Table 3: Designated Historic Landmarks within 1/10th of a Mile of ESCUV

1.

Location: 227 East Santa Clara St,

Structure Name: Vintage Tower

Original Name: Medico-Dental Building

Original Use: Medical and Dental

Current Use: Low Income Housing

Construction date: 1925

Notes: originally opening for business in 1928, the building allowed "one stop" for medical and dental services. The reinforced concrete structure was designed by San Francisco Architect William Weeks, whose projects included the Fox Theater in Oakland and the California State Library and sister structure in Sacramento. With the boom times of the 1920's extravagant detail was included with the structure such as terracotta keystone entryways, stenciled ceilings, and marble walls. In 1988 the building would be acquired by the Aspen Group of San Francisco, who sought to convert the office tower to 59 apartment units. In 1998 the Aspen Group had defaulted on their loan, and the building was passed to the City of San Jose who second mortgage on the building. In 2003 the building was purchased from the City by the First United Methodist Church, and in 2005 was reopened as low income housing.



Photo by Stephen Patrick Nester, 227 East Santa Clara Street San Jose, 11/6/2014

2.
Location: 75 South 11th Street, San Jose
Structure Name: San Jose Woman's Club
Original Use: social club
Current Use: social club
Construction date: 1924
Notes: There is no evidence that this structure has any significant change since originally constructed. The building still operates as originally attended. The exterior of the structure appears to be in excellent condition.



Photo by Stephen Patrick Nester,
 75 S 11th, San Jose, 11/6/2014

3.
Location: 62 South 13th Street, San Jose
Structure Name: none
Original Use: Residential
Current Use: Residential
Construction date: Built between 1902 and 1910
Notes: Structure is listed on the "City of San Jose Designated Historic City Landmarks" (file# HL83-25). Located in the first area of the NPIC to be developed suggesting that it was constructed close to 1902, but no later than 1910.



Photo by Stephen Patrick Nester,
 62 S 13th, San Jose, 11/6/2014

4.
Location: 66 South 14th Street, San Jose
Structure Name:
Original Use:
Current Use:
Construction date: circa 1900
Notes: Structure is listed on the "City of San Jose Designated Historic City Landmarks" (file# HL83-25). Located in the first area of the NPIC to be developed suggesting that it was constructed close to 1902, but no later than 1910.



Photo by Stephen Patrick Nester,
 66 S 14th, San Jose, 11/6/2014

5.

Location: 96 South 17th Street, San Jose

Structure Name:

Original Use:

Current Use:

Construction date: circa 1900

Notes: Structure is listed on the "City of San Jose Designated Historic City Landmarks" (file# HL83-25). Located in the first area of the NPIC to be developed suggesting that it was constructed close to 1902, but no later than 1910.



Photo by Stephen Patrick Nester,
96 S 17th, Street San Jose, 11/6/2014

HISTORY TABLE SOURCES:

1. 18 South 9th Street. State of California/ Resources Agency Department of Parks and Recreation, Jody Stock and Bridget Maley Architecture Resources Group, San Francisco California, 9/5/2002
2. 26 South 8th Street. State of California/ Resources Agency Department of Parks and Recreation, Jody Stock and Bridget Maley Architecture Resources Group, San Francisco California, 9/5/2002
3. 44 North 7th Street. Street. State of California/ Resources Agency Department of Parks and Recreation, 11/1977
4. 51 North 9th Street. Street. State of California/ Resources Agency Department of Parks and Recreation, 11/1977
5. 44 North 7th Street. Street. State of California/ Resources Agency Department of Parks and Recreation: Saint Patrick's School, 11/1977
6. 55 North 11th Street. Historic Landmark Commission: Staff Report/Tommie Smith Residence, no. HL09-181 May 6, 2005, <http://planning.sanjoseca.gov/planning/hearings/HLC/2009/Reports/05-06/3b.pdf>
7. 75 South 11th Street, San Jose. State of California/ The Resources Agency Department of Parks and Recreation, Jody Stock and Bridget Maley Architecture Resources Group, San Francisco California, 9/5/2002
8. 80 North 8th Street. Street. State of California/ Resources Agency Department of Parks and Recreation, 11/1977
9. 304 East Santa Clara St. San Jose. State of California/ The Resources Agency Department of Parks and Recreation, Jody Stock and Bridget Maley Architecture Resources Group, San Francisco California, 9/5/2002

10. Continuity. Volume 9, no. 2 Spring 1998
<http://www.preservation.org/newsletters/spring1998.pdf>
11. Continuity. Volume 16, no. 1 Winter 2005
<http://www.preservation.org/newsletters/winter2005.pdf>
12. Community. volume 19, no. 2 Fall 2008 <http://www.preservation.org/newsletters/fall2008.pdf>
13. Continuity. Volume 21, no. 1 Spring 2010
<http://www.preservation.org/newsletters/spring2010.pdf>
14. IBM. Think: A History of Progress 1890's to 2001. https://www-03.ibm.com/ibm/history/interactive/ibm_history.pdf accessed October 25, 2014
15. Josephh Horwedel. Memorandum. "To: Mayor and City Council: Public Hearing on Appeal of the Planning Commission's Certification of the Final Environmental Impact Report for The Demolition of the San Jose Medical Center". November 17, 2008
16. New Historical Atlas of Santa Clara Co: Illustrated, 1876
17. Online City Permits. <http://www.sjpermits.org/permits/> (accessed October 15- November 7, 2014)
18. Polk and Co. City Directories for the City of San Jose. 1913, 1935, 1940, 1949-50, 1952
19. San Jose Health Center. Prepared by County of Santa Clara March 2012
http://www.sccgov.org/sites/planning/PermitsDevelopment/EnvironmentalProtection/ActiveDocuments/Documents/10255_SJ_Health_Cntr_Draft_EIR.pdf
20. Sanborn Fire Insurance Maps. 1880, 1901-1930, 1939, 1950
21. San Jose Historic Visual Inventory of Historic Sites, 1973

APPENDIX D - WORKSHOP AGENDAS FROM NOVEMBER 2014 AND APRIL 2015

Urban Village Community Planning Workshop
Tuesday April 7, 2015
Roosevelt Community Center
 901 E. Santa Clara Street, San Jose, CA 95112
 6:30 p.m. – 8:30 p.m.

Agenda

- 6:00 – 6:30 pm** Arrival and Sign In
- 6:30 – 6:45 pm** Welcome and Introduction
- 6:45 – 6:55 pm** Video by MUP students
- 6:55 – 7:00 pm** Artist Presentation
- 7:00 – 7:10 pm** Urban Village Planning Process Presentation – City Staff
- 7:10 – 8:10 pm** Workshop Session:
 - Small Table Discussions (review of draft land use plan)
 - Second Workshop Session: "Design Your Street" Exercise (block activity)
- 8:10 - 8:20 pm** Report Back
- 8:20 - 8:30 pm** Final Remarks

Please help yourselves to refreshments and drinks.

Urban Village Community Planning Workshop
Saturday April 11, 2015
Martin Luther King Library
 150 E San Fernando St, San Jose, CA 95112
 10:00 a.m. – 12:00 p.m.

Agenda

- 09:30 – 10:00 am** Arrival and Sign In
- 10:00 – 10:15 am** Welcome and Introduction
- 10:15 – 10:25 am** Video by MUP Students
- 10:25 – 10:30 am** Artist Presentation
- 10:30 - 10:40 am** Urban Village Planning Process Presentation – City Staff
- 10:40 – 11:40 am** Workshop Session:
 - Small Table Discussions (review of draft land use plan)
 - Second Workshop Session: "Design Your Street" Exercise (block activity)
- 11:40 - 11:50 am** Report Back
- 11:50 - 12:00 pm** Final Remarks

Please help yourselves to refreshments and drinks.



ITEM 2-A: COMMUNITY WORKSHOP AGENDA ENGLISH

AGENDA
East Santa Clara Street
Urban Village
Workshop



Rm. 225, MLK Library
Thursday, November 13th
6:00pm - 8:30pm

6:00 pm - 6:15 pm
Arrival and Sign In

6:15 pm - 6:25pm
Welcome
Guest Speakers

6:25 pm - 6:30 pm
Video, "East Santa Clara in Your Own Words."
San Jose State Urban Planning Department

6:30 pm - 6:45 pm
Urban Village Planning Process Presentation
Matthew VanOosten, City of San Jose
Michael Brilliot, City of San Jose

6:45 pm - 8:00 pm
Small Table Discussions
*Questions on the back
All attendees

8:00 pm - 8:30pm
Next Steps and Closing Remarks
Matt VanOosten, City of San Jose

8:30 pm - 9:00pm
Open House and Gallery Walk

SJSU DEPARTMENT OF URBAN AND REGIONAL PLANNING



Matthew VanOosten: matthew.vanoosten@sanjoseca.gov



East Santa Clara Street Urban Village Workshop

Roosevelt Community Center – Community Room
901 East Santa Clara Street, San Jose, CA 95116
Wednesday, November 12, 2014 6:00 - 8:30 PM

AGENDA

- 6:00 - 6:15 Arrival and Sign In
- 6:15 - 6:25 Welcome
- 6:25 - 6:30 Video: "East Santa Clara In Your Own Words" – SJSU Students
- 6:30 - 6:45 Urban Village Planning Process Presentation – City Staff
- 6:45 - 8:00 Small Table Discussions

Please consider the following discussion questions:

1. The City has designated East Santa Clara as an "urban village", an area where the City plans to concentrate new housing and job development. As East Santa Clara evolves over the coming decades, what would you like to see stay the same?
2. What physical changes would you like to see on East Santa Clara Street?
3. This "Design Your Street" exercise looks at two different locations along East Santa Clara Street and offers a number of future visions for these areas. Try out a few of these future visions for a couple of minutes, and then share your thoughts.
4. The East Santa Clara Urban Village boundary extends from City Hall to Coyote Creek. As we consider this area, where should new housing and jobs development be focused?
5. The VTA is making significant investments on East Santa Clara Street to support improved transportation for everyone with the implementation of Bus Rapid Transit (BRT). How can transportation options along this street be improved?
6. How do you envision parks and plazas to be added as new development occurs?
7. To help plan for commerce and business growth along East Santa Clara Street, what are some qualities of a good neighborhood establishment and how do you think new businesses can adopt these qualities?

- 8:00 - 8:30 Next Steps and Closing Remarks
- 8:30 - 9:00 Open-house and Gallery Walk

(Feel free to help yourself to drinks and refreshments)

APPENDIX E - FLYERS TO ADVERTISE NOVEMBER 2014 AND APRIL 2015 WORKSHOPS

ITEM 7-A: COMMUNITY WORKSHOP FLYER ENGLISH



East Santa Clara Street Urban Village (6th to 17th Street)

What is your
VISION
for the corridor?
Please join us to voice
your opinion
and **IDEAS**

CommUniverCity and the City of San José Invite you
**East Santa Clara Street Corridor
Urban Village Workshops**

Both of these workshops are the same, but held on a different date/location.
Choose the one that works best for you.

**Wednesday, November 12, 2014
6:00 – 8:30 PM**

Roosevelt Community Center
901 E. Santa Clara St., San José
(parking entrance on 21st Street)

Registration not required but appreciated:
<https://www.eventbrite.com/e/esc-street-village-plans-tickets-13545497949>

**Thursday, November 13, 2014
6:00 – 8:30 PM**

Martin Luther King Jr. Library
Room 225/229
150 E. San Fernando St., San José

Registration not required but appreciated:
<https://www.eventbrite.com/e/esc-street-village-plans-tickets-13545576183>

You can also provide feedback to the project by taking photos and making comments using the app or drawing on a map using the online portal.

- Visit the Urban Village website at www.santoseca.gov/planning/urbanvillages or www.cucsi.org
- Download the Trimble Feedback Mobile App, available for download from the Apple, Android, and Windows app stores.



**REFRESHMENTS AND CHILDREN ACTIVITIES
WILL BE PROVIDED**

For more information, please contact Imelda Rodriguez at imelda@cucsi.org or (408) 297-3301

CommUniverCity and the City of San José invite you to the **East Santa Clara Street Urban Village Community Workshops**



Both of these workshops are the same, but held on a different date and location.
Choose the one that works best for you!

RSVP not necessary, but much appreciated.
 RSVP here: <http://go.globeandlocal.com/13137>

Food and children's activities will be provided!

<p>TUESDAY, April 7th, 2015 From 6:00 PM to 8:30 PM</p> <p>Roosevelt Community Center 901 E. Santa Clara St., San José (Parking entrance on 21st St.)</p>	<p>SATURDAY, April 11th, 2015 From 9:30 AM to 12:00 PM</p> <p>Martin Luther King Jr. Library Rm 225/229 150 E. San Fernando St., San José</p>
-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Online Feedback

Provide feedback to the project by taking photos and making comments using the **Trimble Feedback mobile app** (available for download from Apple, Android, and Windows app stores) or drawing on a map using the online portal (see right).

Access the Online Portal

Visit the Urban Village website at:
www.sanjoseca.gov/planning/urbanvillages or
www.cucsj.org

The East Santa Clara Artist Team will be on-hand and helping to facilitate the community meetings.



For more information, please contact Winnie Gee at winnie@ucsj.org or 1(408)641-0056

CommUniverCity y la Ciudad of San José te invitan a **Villa Urbana East Santa Clara Street Reuniones Comunitarias**



Both of these workshops are the same, but held on a different date and location.
Elige la junta que mejor te convenga!

RSVP not necessary, but much appreciated.
 RSVP here: <http://go.globeandlocal.com/13137>

Habrà comida y actividades para niños!

<p>MARTES, 7 de Abril, 2015 6:00 PM a 8:30 PM</p> <p>Centro Comunitario de Roosevelt 901 E. Santa Clara St., San José (Entrada al estacionamiento por 21st Street)</p>	<p>SABADÓ, 11 de Abril, 2015 9:30 AM a 12:00 PM</p> <p>Biblioteca Martin Luther King Jr. Salón 225/229 150 E. San Fernando St., San José</p>
---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Opinion por Internet

Copira tomando fotos y haciendo comentarios, usando la **aplicación Trimble Feedback** (gratis y disponible para Apple, Android, y Windows) o directamente en el mapa del portal de Internet (ver a la derecha).

Acceda al Portal en Internet

Visite el sitio web de la Villa Urbana en:
www.sanjoseca.gov/planning/urbanvillages o
www.cucsj.org

El equipo de artistas de la calle East Santa Clara estará ayudando a facilitar las juntas comunitarias.



Para más información, contactar a Jorge Martínez a jorge@ucsj.org o al (818)408-2938

CommUniverCity and the City of San José invite you to the **East Santa Clara Street Urban Village Community Workshops**



Mặc làm các số-quan giống nhau, chỉ khác ở địa điểm và ngày giờ.

Xin chọn lựa một thích hợp nhất!



FDVP không nhất thiết, nhưng rất hoan nghênh.
FDVP here: <http://go.gd/fvmswv07kx0731>

Có thức ăn và sinh hoạt gửi trẻ

<p>THỨ BA, April 7th, 2015 Từ 6:00 PM đến 8:30 PM</p> <p>Roosevelt Community Center 901 E. Santa Clara St., San José (Parking entrance on 21st St.)</p>	<p>SATURDAY, April 11th, 2015 Từ 9:30 AM đến 12:00 PM</p> <p>Martin Luther King Jr. Library Rm 205/209 150 E. San Fernando St., San José</p>
---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Online Feedback

Giúp đỡ và điều chỉnh trong phương pháp chụp hình với kỹ. Thuật *Trimble Feedback mobile app* (có sẵn để tải về từ Apple, Android, and Windows app stores) hay về trên số đồ bằng online portal (trên bản phôi).

Access the Online Portal

Mời vào urban village website:
www.sanjoseca.gov/planning/urbanvillages or
www.cuxsj.org

Nhóm kỹ thuật East Santa Clara sẽ hiện diện sinh hoạt với cộng đồng.



Mọi chi tiết, vui lòng liên lạc Winnie Gee at winnie@coxsj.org or (408) 641-0056

APPENDIX F - INTERVIEW QUESTIONS FOR VIDEO

Fall 2014

1. In just a few words, what is your impression of East Santa Clara?
2. What do you like about your neighborhood?
3. What would you like to see in your neighborhood? (for example, separated bike lanes, safer streets, coffee shop)
4. What would you like to change about your neighborhood?
5. When you hear the term “Urban Village,” what comes to mind?

APPENDIX G - DISCUSSION QUESTIONS FOR WORKSHOP 1 (NOVEMBER 2014)

APPENDIX A

ITEM 1: THURSDAY NOVEMBER 13, 2014 COMMUNITY WORKSHOP

ITEM 1-A: QUESTIONS: ENGLISH VERSION

1. The City has designated East Santa Clara as an "urban village", an area where the City plans to concentrate new housing and job development. As East Santa Clara evolves over the coming decades, what would you like to see stay the same? *(Prompt: What do you currently like about East Santa Clara Street?)*
2. What physical changes would you like to see on East Santa Clara Street? *(Prompt: For example, buildings, parks, or transportation facilities.)*
3. This "Design Your Street" exercise looks at two different locations along East Santa Clara Street and offers a number of future visions for these areas. Try out a few of these future visions for a couple of minutes, and then share your thoughts. *(Prompt: Which of these options seems like a good fit for the future of East Santa Clara Street? Can you tell us why you chose certain options?)*
4. The East Santa Clara Urban Village boundary extends from City Hall to Coyote Creek. As we consider this area, where should new housing and jobs development be focused?
5. The VTA is making significant investments on East Santa Clara Street to support improved transportation for everyone with the implementation of Bus Rapid Transit (BRT). How can transportation options along this street be improved?
6. How do you envision parks and plazas to be added as new development occurs?
7. To help plan for commerce and business growth along East Santa Clara Street, what are some qualities of a good neighborhood establishment and how do you think new businesses can adopt these qualities?

APPENDIX H - IMAGES/OVERLAYS FROM THE NOVEMBER 2014 WORKSHOPS “DESIGN YOUR STREET” EXERCISE

COMMUNITY WORKSHOP ACTIVITY: DESIGN YOUR STREETS



Item 6-A: 13th Street and East Santa Clara Street



Item 6-A1: City park



Item 6-A2: Medium density residential



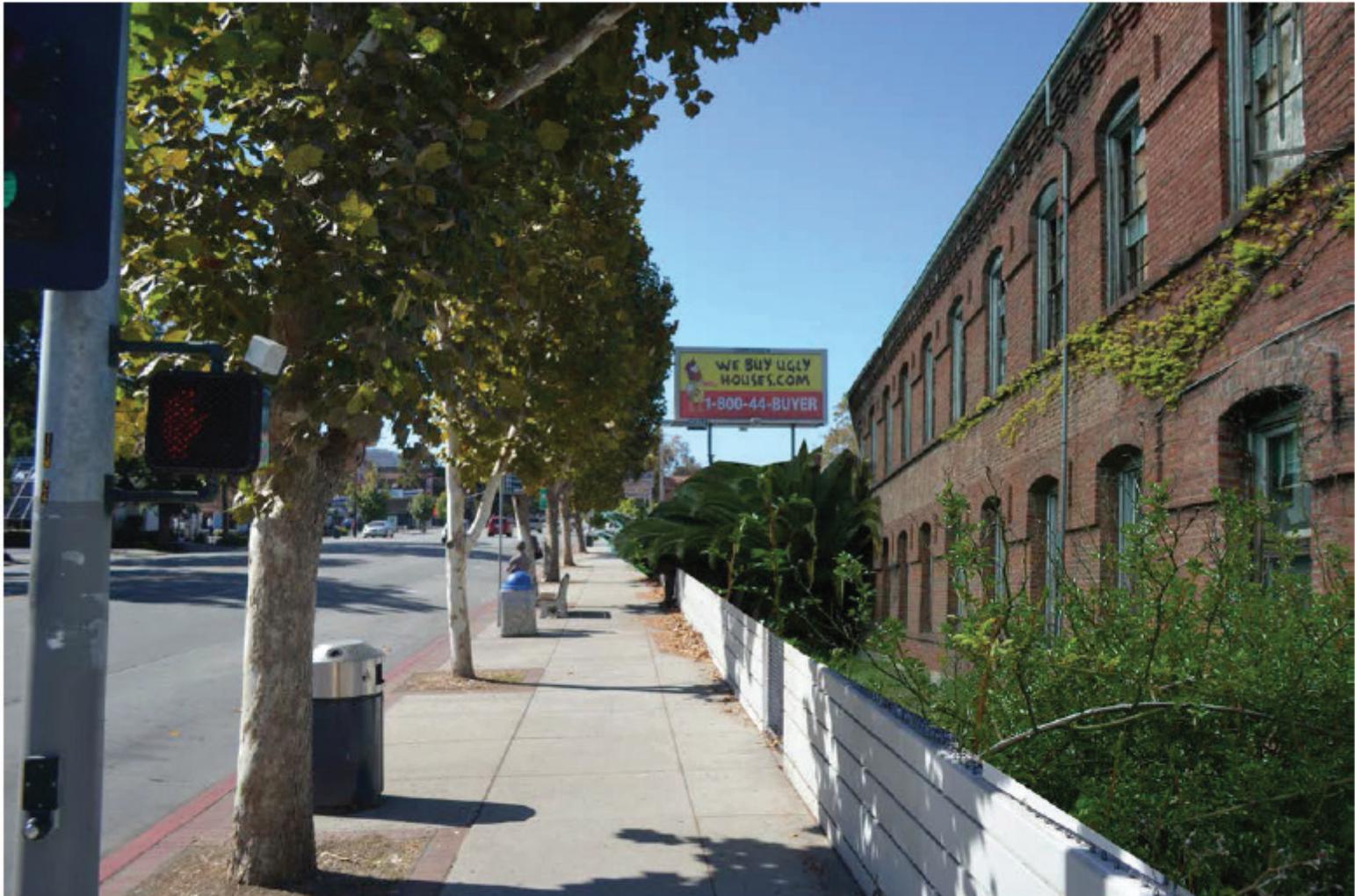
Item 6-A3: Medium density residential 2



Item 6-A4: Mixed use



Item 6-A5: 4 story office building with setback



Item 6-A6: 2 story office



Item 6-A7: Modern townhomes



Item 6-A8: Urban Farm



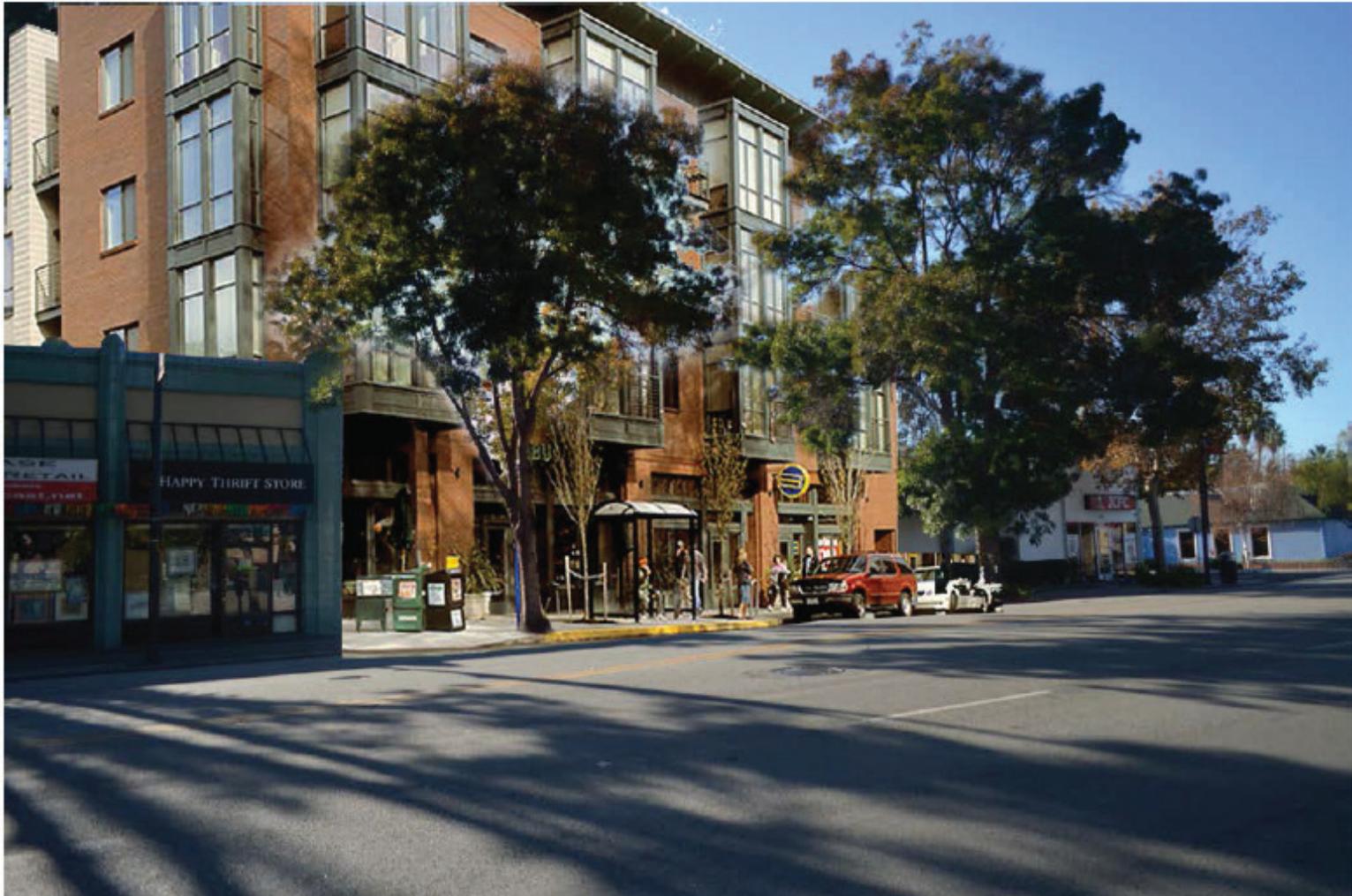
Item 6-B: KFC at 12th Street and East Santa Clara Street



Item 6-B1: Mixed use apartments



Item 6-B2: 3 story apartments



Item 6-B3: Office



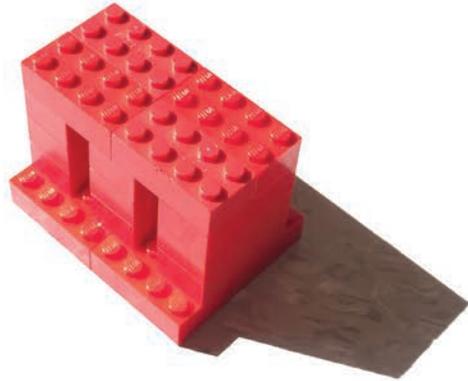
Item 6-B4: Mixed use high density



Item 6-B5: Mixed use office

APPENDIX I - WORKSHOP 2 (APRIL 2015) MATERIAL

5 story Mixed Use Building



Comments



APPENDIX J - CHILDREN'S WORKSHOP ACTIVITIES

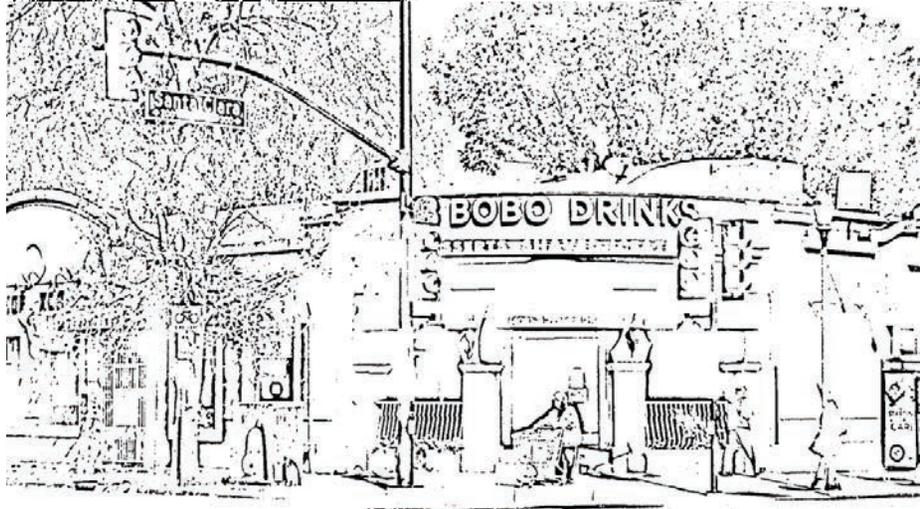
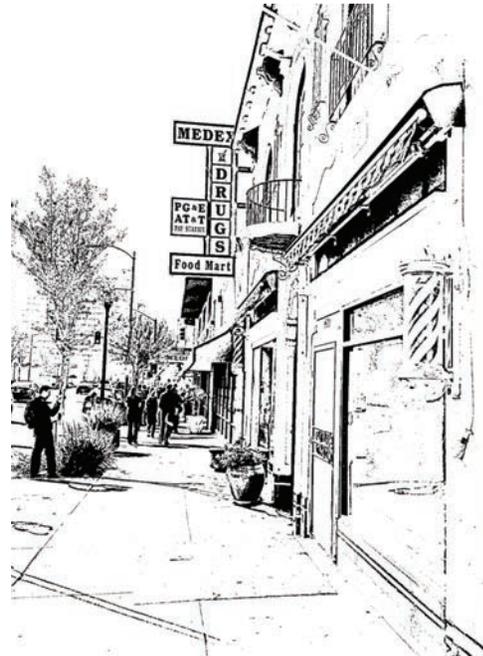
Activity One: Mental Mapping Exercise (large paper covering the table with only the street grid drawn and few sites for orientation)

“So here is a rough drawing of East Santa Clara Street, but we are missing a lot of things.... I was hoping to get your help in creating a better map with more detail by drawing, coloring, or marking the map with your ideas.

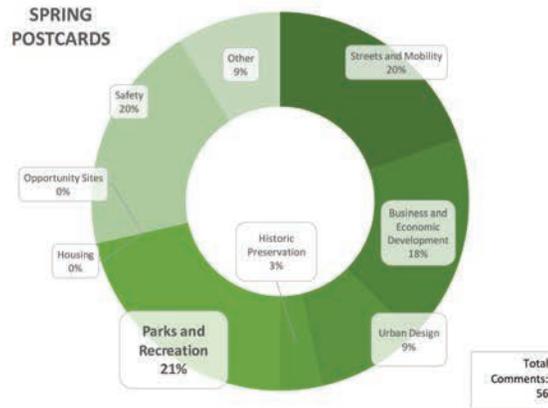
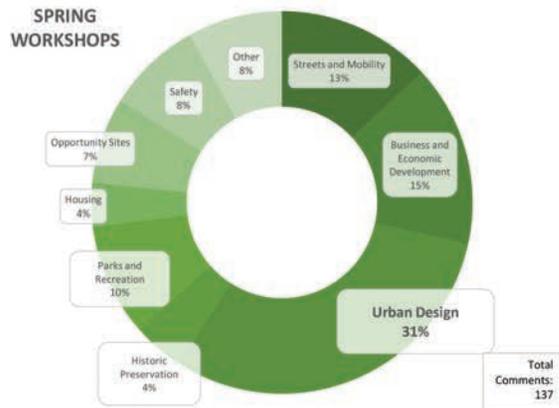
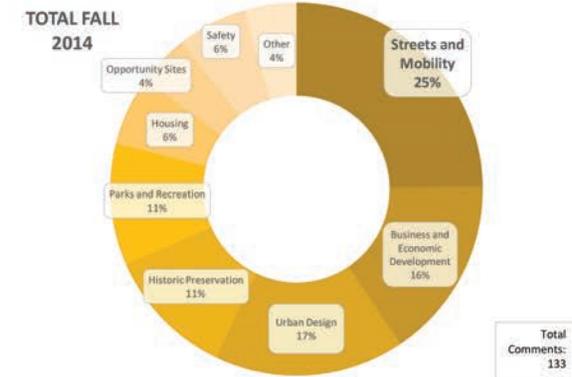
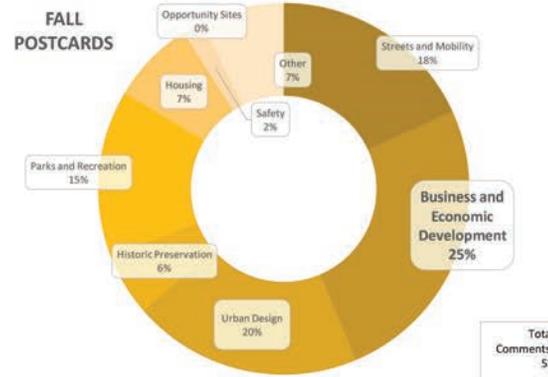
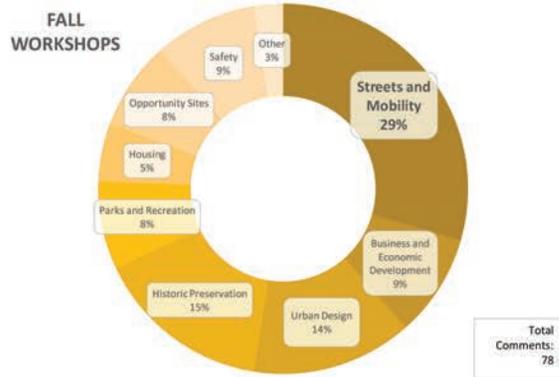
Before you start drawing...I am going to ask you a few questions to help us get our map started. Let us start by finding where you live near East Santa Clara Street...”

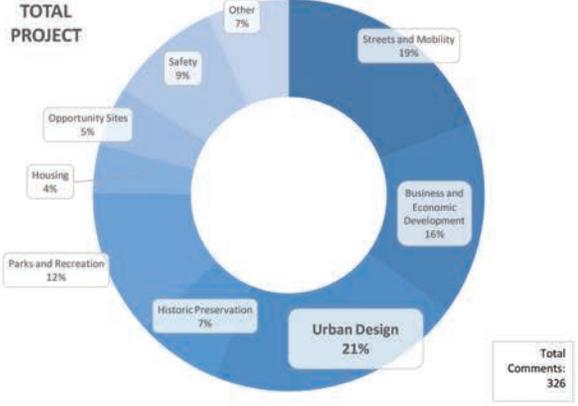
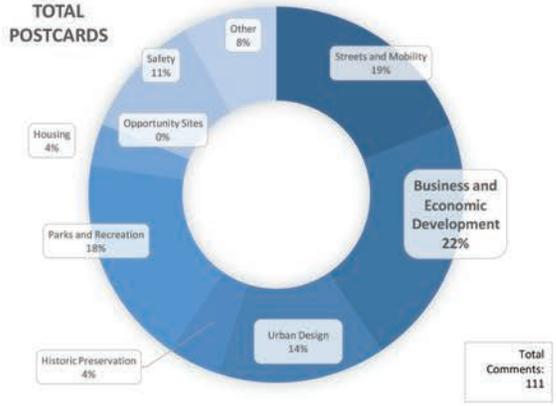
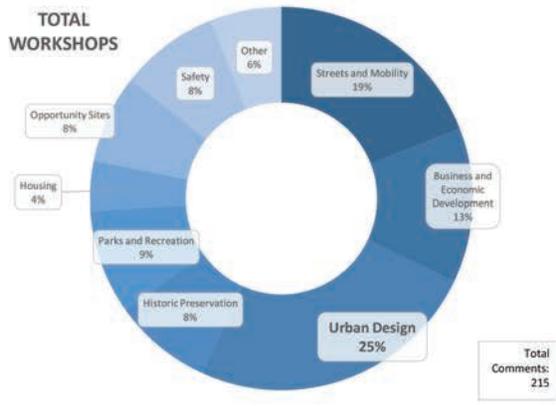
- 1) Can you draw or mark where you live on the map?
- 2) What is your favorite thing to do in your neighborhood? (Can you draw yourself doing that?)
- 3) Where is your favorite place to go with your family?
- 4) Where is your favorite place to go with your friends?
- 5) If you could add something new to your neighborhood, what would you like to see built?
- 6) If you could remove something from your neighborhood, what would it be?
- 7) Are there any after-school activities that you do? Any you wish you could do?
- 8) What things does your family like to do on the weekends?
- 9) What are you most proud of, in your neighborhood?
- 10) (Possible closing question) What do you think the adults are trying to do, or figure out today?

APPENDIX K - CHILDREN'S COLORING PAGES



APPENDIX L - TRIMBLE FEEDBACK





THIS PAGE HAS BEEN INTENTIONALLY LEFT BLANK

