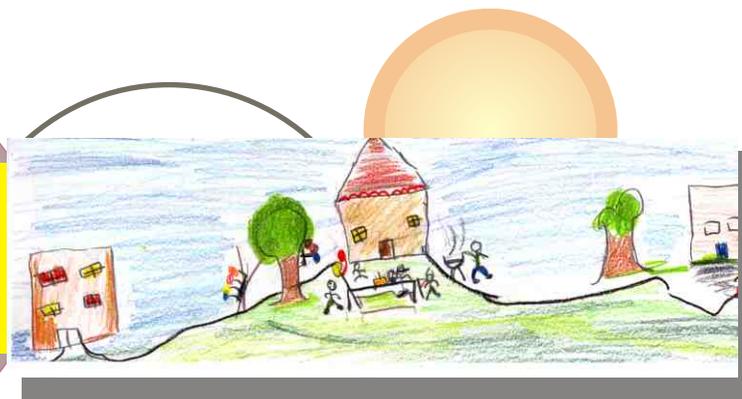
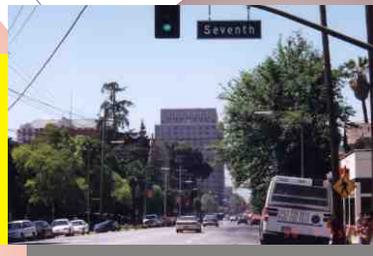
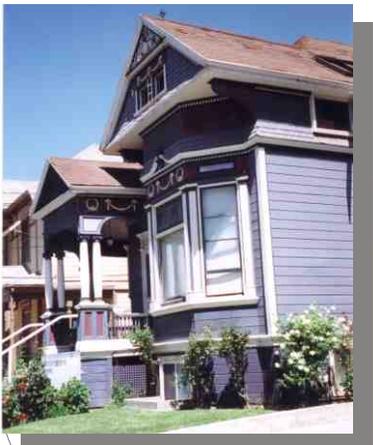


n o r t h c a m p u s a r e a p l a n



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

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and by the San José State University Office of the Provost

November 1998

FOREWORD

Changing Lives and Building Communities. That is the mission of the San José State University Community Outreach Partnership Center.

We are proud to sponsor the creation of the *North Campus Area Plan* document. We applaud the efforts of the community members both youth of all ages and adults, the students and faculty of the Department of Urban and Regional Planning and all those other people who have worked on this planning document.

Using concepts and designs from this report, community members including businesses, community organizations, and educators can consider and recommend potential enhancements to their neighborhood. Planning documents of this type with full community buy-in can lead to very positive changes to a community. A coherent plan can help residents, businesses and other institutions make more effective economic and social policy choices for their neighborhood.

The SJSU-COPC is part of a concerted effort by faculty from all of the colleges of the university to collaborate with our neighbors. We are actively working with community members in such areas as:

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

SJSU-COPC receives funds from the U.S. Department of Housing and Urban Development and San José State University's Office of the Provost. We thank SJSU's President Robert Caret and Provost Linda Bain for their support.

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TABLE OF CONTENTS

ACKNOWLEDGEMENTS.....	ii
LIST OF TABLES	vi
OVERVIEW.....	vii
PART I - GENERAL EXISTING CONDITIONS.....	1
Area Defined.....	3
Historical Highlights.....	5
Demographics.....	7
<i>Analysis of Race and Ethnicity</i>	7
<i>Educational Attainment</i>	8
<i>Recent Arrivals</i>	8
<i>Poverty Level</i>	9
<i>Renters and Owners</i>	9
<i>Conclusions</i>	10
Land Use.....	11
<i>Current Land Use and Physical Conditions</i>	11
East Santa Clara Street Commercial District.....	11
The Residential Zone.....	15
<i>Other Land Uses</i>	17
Historic and Cultural District.....	17
Flood Hazard Areas.....	17
<i>The San José General Plan</i>	17
Central Incentive Zone.....	17
Intensification Corridor.....	18
Zoning.....	18
Inconsistencies in Zoning.....	18
<i>Conclusions and Recommendations</i>	19
Schools, Parks and Open Space.....	23
<i>Education</i>	23
<i>Schools</i>	24
St. Patrick Parochial School.....	24
Horace Mann Academy.....	24
Land Use Issues Affecting Schools.....	24
San José State University.....	25
<i>Parks and Open Space</i>	25
St. James Park.....	25
Outdoor Recreation Areas.....	25
<i>Open Space Plans and Policies</i>	26
General Plan.....	26
Downtown Strategy Plan.....	26

Leisure and Life 2000.....	26
St. James Park Master Plan.....	27
Conclusions and Recommendations	27
Housing	31
<i>Housing Stock</i>	31
<i>Architectural Types and Structures of Historic Interest</i>	32
Housing Affordability.....	33
Housing Issues in the North Campus Area.....	34
<i>Housing Plans, Programs and Policies</i>	35
General Plan Housing Policies for the City of San José.....	35
Code Enforcement.....	35
Housing Department's Programs and Policies.....	36
Redevelopment Agency's Civic Center Housing Investment Program.....	37
Conclusions and Recommendations	39
Public Works	41
<i>Traffic</i>	41
<i>Streetscape</i>	41
<i>Water</i>	42
<i>Storm Drains</i>	43
<i>Sanitary Sewers</i>	43
Conclusions and Recommendations	44
PART II. - SPECIFIC AREA PLAN PROPOSALS	45
East Santa Clara Street Neighborhood Business District	47
<i>Problems and Issues</i>	47
<i>Business District Plans</i>	48
<i>Recommendations</i>	48
Recommended Goals for the Area.....	48
Civic Center Area Recommendations.....	48
Intensification Node.....	49
The Hospital Node.....	52
Horace Mann Community Design Guidelines	53
<i>Community Design Guidelines</i>	54
<i>Buildings</i>	56
Objectives.....	56
Building Design Guidelines.....	56
Existing Buildings – Characteristics and Recommendations.....	57
<i>Parks and Playgrounds</i>	60
Objectives.....	60
Guidelines for the Design of Parks and Playgrounds.....	60
Specific Site Planning Opportunities for Parks and Playgrounds.....	60
Urban Plaza.....	60
Community Center.....	61
Dual-use Playgrounds: Horace Mann Academy and St. Patrick Parochial School.....	63
Corner Mini-Park.....	64
Alley.....	65

<i>Streetscape</i>	66
Objectives.....	66
Design Guidelines for Streetscape.....	66
E-W Santa Clara Street – Commercial Axis.....	66
Intensification Node Intersection.....	67
N-S 5 th Street Monumental Axis.....	68
Neighborhood Streets.....	69
PART III - SUMMARY AND CONCLUSIONS	73
PART IV - APPENDICES	81
A. Community Resource Directory.....	83
<i>Housing Issues</i>	83
Housing Production.....	83
Housing Rehabilitation and Preservation.....	83
Assistance to Low and Moderate Income Homebuyers and Renters.....	83
<i>Street and Traffic Concerns</i>	84
<i>Code Enforcement</i>	85
<i>Crime Prevention</i>	86
<i>Neighborhood Programs</i>	86
<i>Corporate Sponsors</i>	87
B. East Santa Clara Street Merchant Survey.....	89
C. Building Conditions Survey.....	94
D. Horace Mann Neighborhood Photographic Survey.....	95
BIBLIOGRAPHY	97

LIST OF FIGURES

Fig. 1	Area Definition.....	4
Fig. 2	Census Tracts and Block Groups.....	7
Fig. 3	Ethnic Breakdown.....	7
Fig. 4	Ethnic Comparison (1980 to 1990).....	8
Fig. 5	Educational Attainment of People 25 Years and Older.....	8
Fig. 6	Recently Arrived, Foreign Born Population.....	8
Fig. 7	Percentage of Newly Arrived Residents.....	8
Fig. 8	Percentage of Households Below Poverty Level.....	9
Fig. 9	Renters and Owners.....	9
Fig. 10	Median Gross Rent.....	9
Fig. 11	Median Home Value.....	9
Fig. 12	Existing Land Uses.....	13
Fig. 13	Commercial Uses.....	14
Fig. 14	Zoning.....	21
Fig. 15	Educational Attainment in the North Campus Study Area.....	23
Fig. 16	Educational Attainment for Hispanics in the North Campus Study Area.....	23
Fig. 17	Existing Open Space.....	29
Fig. 18	Median Housing Prices.....	33
Fig. 19	Income Needed to Afford a Downtown Apartment.....	34
Fig. 20	List of Complaints to CED by Tract.....	35
Fig. 21	East Santa Clara Street Business District Recommendations.....	51
Fig. 22	Horace Mann Community Design Workshop.....	54
Fig. 23	Elements of the Proposed Horace Mann Community Design Framework.....	55
Fig. 24	Building Types and Design Guidelines.....	59
Fig. 25	Community Center.....	61
Fig. 26	Horace Mann Academy: Dual-Use Playground.....	62
Fig. 27	St. Patrick Parochial School: Dual-use Playground.....	63
Fig. 28	Corner Mini-Park.....	64
Fig. 29	Alley – 9 th Street.....	65
Fig. 30	E-W Santa Clara Street – Commercial Axis.....	66
Fig. 31	Intensification Node Intersection.....	67
Fig. 32	Monumental Axis - 5 th Street.....	68
Fig. 33	Neighborhood Street.....	69
Fig. 34	Street Furniture.....	70
Fig. 35	Recommended Trees and Plants.....	71

OVERVIEW

During the 1997/98 academic year, faculty and students from the Urban and Regional Planning Department at San José State University worked in collaboration with members of the community and students from Horace Mann Academy to study the urban neighborhood immediately north of the University campus.

The project was conducted under the umbrella of San José State's Community Outreach Partnership Center (COPC), sponsored by the US Department of Housing and Urban Development (HUD) and San José State University's office of the Provost. It represents the beginning of a long-term effort intended to bring together the research and professional resources available in the University with the working knowledge and practical concerns of the local community groups, residents and businesses.

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

Major changes are about to take place in this neighborhood. San José's new half a million square feet Civic Center complex, along with a number of cultural and support services, will relocate in the heart of this community in the next 5 years.

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

The report is structured around the following sections:

Part I presents a summary and analysis of existing and projected conditions in the study area including a brief historical sketch, demographic data, land use, schools and open space, housing and public works. This section also presents an overview of plans and regulations set forth and enforced by local planning bodies.

Part II concentrates on proposals and intervention strategies for two specific planning areas: the East Santa Clara Street Neighborhood Business District and the Horace Mann Neighborhood.

Part III presents a summary of the recommendations and findings discussed in the previous sections.

Part IV contains detailed technical information, including the results of surveys conducted with residents and business owners. This section also contains the *Community Resource Directory*, a comprehensive list of local programs and potential funding sources for community-based plans and projects as those presented in this document.

PART I

GENERAL EXISTING CONDITIONS

The following section presents a summary and analysis of the existing and projected conditions in the North Campus study area.

Existing conditions were researched using a variety of data gathering methods, from conducting detailed field surveys to analyzing census data, reports and plans prepared by various local planning and governmental agencies.

AREA DEFINED

The North Campus study area is located in the center of the City of San José directly north of the San José State University Campus and to the East of the City's downtown core. It is approximately 390 acres or 70 city blocks and is comprised of all of the block groups in Census Tracts 5010 and 5012 and Block Group 1 of Census Tract 5009. The total population in 1990 was 10,937.

The North Campus area is bounded on the east by First Street, on the west by Coyote Creek, on the north by Washington Street, and on the south by San Fernando and Santa Clara Streets. First Street and Santa Clara Street are major commercial thoroughfares. Along First Street, the Santa Clara Valley Transportation Authority recently developed the Guadalupe Light Rail Corridor. The western portion of the neighborhood is located within the downtown sphere of influence and some parts of the neighborhood fall under the City Redevelopment Agency's jurisdiction.

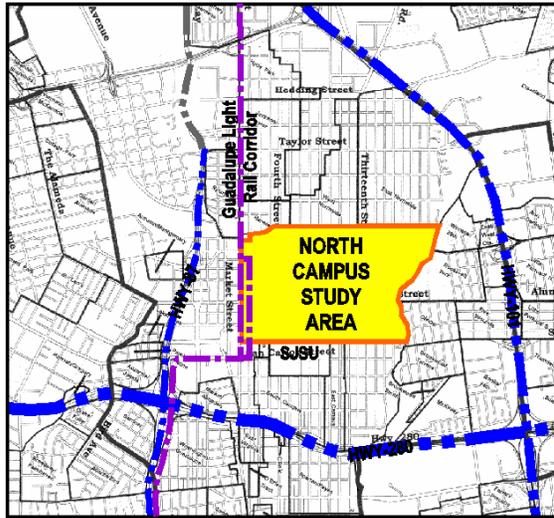
This study places special emphasis on three distinct neighborhoods within the North Campus Area. The Horace Mann Neighborhood, the Naglee Park Neighborhood, and the East Santa Clara Street Neighborhood Business District. The residential neighborhoods within the study area are some of the oldest in the city. These neighborhoods are highly diverse both in terms of who lives there, as well as the services and land uses found in them.

The East Santa Clara Street Neighborhood Business District

East Santa Clara Street is an important commercial thoroughfare connecting the core downtown area and the primarily residential area of Alum Rock to the east of the City. The Santa Clara Street Commercial District covers all frontage properties from 1st Street to 17th Street where Coyote Creek marks the outer boundary of the study area. Both sides of the street along this strip are businesses, mostly retail up to 13th Street and then professional and medical services eastward to the creek.

The Horace Mann Neighborhood

The Horace Mann Neighborhood extends from 3rd Street to 10th Street and from San Fernando Street to Julian Street. This neighborhood will house San José's new Civic Center for the city and is the focus of much attention. The residential area north of East Santa Clara Street is primarily single-family homes, containing a heterogeneous mixture of building types. Churches, large apartment complexes and a few fraternity and sorority houses are also scattered in the residential area. The utilitarian



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

design of the apartment buildings, with little or no aesthetic detailing or landscaping, starkly contrasts with the intricate detailing found on many of the older homes. The degree of building and landscaping maintenance in the area varies considerably, regardless of the housing type.

The Naglee Park Neighborhood

The Naglee Park Neighborhood is a small, quiet neighborhood of well-kept, single-family homes with neat lawns, abundant trees and clean streets. Traffic abatement measures and permit parking have maintained the serene quality of Naglee Park. Its boundaries are South Eleventh Street to the west, Coyote Creek to the east, East Williams Street to the south, and East Santa Clara Street to the north.

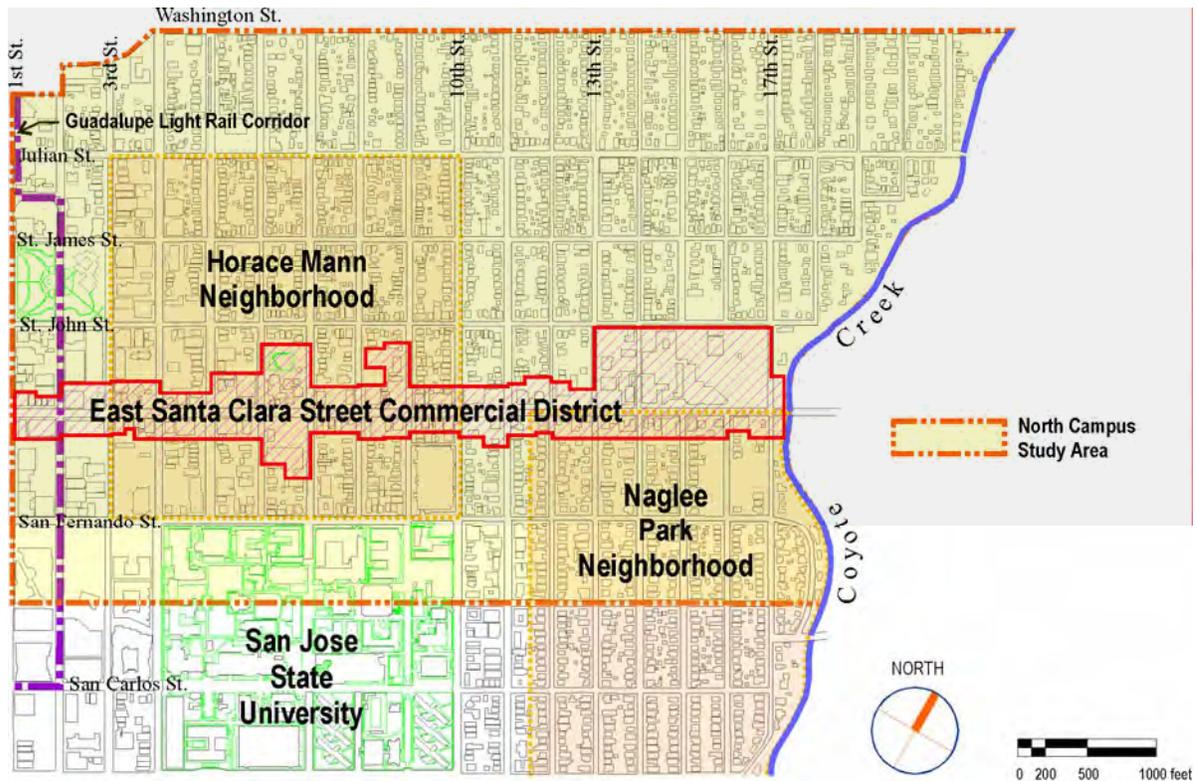


Figure 1: Area Definition

HISTORICAL HIGHLIGHTS

San José was first founded on November 29, 1777, a little more than a year after the birth of the United States of America. The Pueblo of San José de Guadalupe, as it was first called, became the first Spanish civilian settlement in California. It began as fourteen families living on the eastern side of the Guadalupe River.

The framework of what would become the North Campus area first took shape in 1847, when Thomas and William Campbell and Chester Smith Lyman conducted the first survey of the area. The survey went to Julian Street to the north, Eighth Street to the east, Reed Street to the south, and Market Street to the west. In 1848, Lyman extended the survey east to Eleventh Street. Finally, in 1850, Thomas White conducted a survey further east to Coyote Creek, establishing what is now the eastern boundary of the North Campus area.

With the major part of the surveying completed in the North Campus area, the city was in a position to grow. One of the first houses built during this time was not of typical adobe material but was a wooden frame house, built by Peter Quivy and Pedro Chabolla. This marked the physical change of San José from its beginnings as a Spanish pueblo to a town whose growing population reflected the migration of Anglo-Americans from the east and mid-west.

Much of the North Campus area was constructed during the late 1800s. George Osborn built the first American-made brick houses in the North Campus area near Fifth and St. John Streets. St. Patrick's Church was built in 1872 at 9th and Santa Clara Streets. The first high school to be built in San José was the Santa Clara School, a three-story building that was to become Horace Mann School. In 1868 St. James Square was developed into a public park and renamed St. James Park. In 1898 a new high school was built at the corner of Seventh and San Fernando Streets. By the 1900s San José's business district laid between St. James, 2nd, San Fernando and Market Streets.

The area known as Washington Square, bounded by Fourth, San Fernando, Seventh, and San Carlos Streets, was once used for slaughtering cattle and was intended at one time to become the site of the California State capitol building. Instead, Washington Square served as an informal city dump for a time. During the late 1860s, the city began to landscape the square until the site was chosen for the San José Normal School in 1869, and was to become later San José State University. After being developed with single family homes by 1900, the neighborhoods surrounding Washington Square remained fairly static during the early 20th century.

During World War II, over 50,000 military personnel were stationed in Northern California and many of them stayed on, increasing the population of San José. In the 1950s, the development of new housing in the City of San José triggered a migration of many central city residents, including people living in the North Campus area, to the suburbs.

By 1957 San José had issued more building permits per capita than any other city in the nation. This trend continued through the 1960s and the 1970s. During this time, older neighborhoods began to decline with many older homes undergoing conversion to multi-unit housing. The conversion of older homes to multi-unit housing directly reflected the changing residential population, which tended to be lower-income immigrants and students. This trend persists today and the neighborhood in general continues to decline.

The East Santa Clara Street Neighborhood Business District

Santa Clara Street has been a primary commercial corridor since 1847. During the 1870s, trolley cars and later streetcars, rode along it. An electric light tower, at least 100 feet tall, was erected at Market and Santa Clara Streets in the early 1880s. The buildings along Santa Clara Street kept their wood awnings until the turn of the century, when buildings were either modernized or torn down. The electric light tower was torn down in 1915.

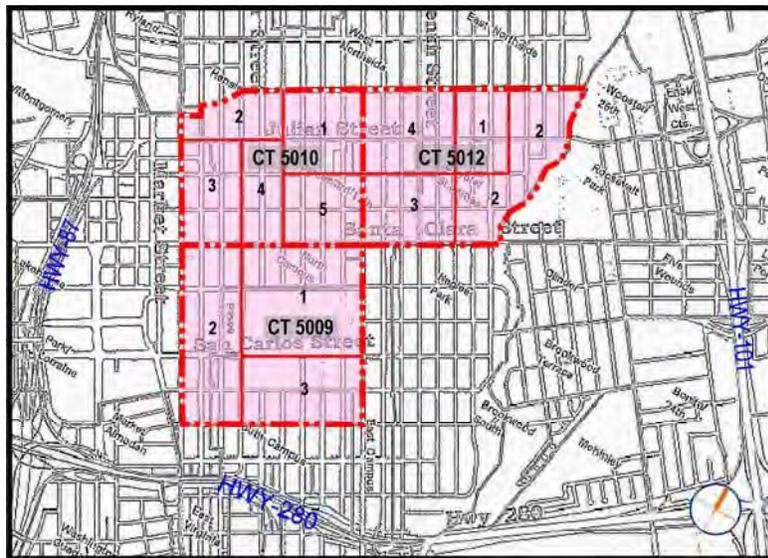
During the early 20th century, many buildings along Santa Clara Street were replaced with larger concrete buildings which housed theaters, department stores, banks, and other businesses.

As a result of the high cost of running public transit during the Depression, San José discontinued streetcar service in 1938 and by the mid-1950s, the car dominated Santa Clara Street. During the 1960s buildings were being replaced once again along East Santa Clara Street, this time, space was allotted in front of commercial buildings for customer parking.

DEMOGRAPHICS

Using 1990 U.S. Census data, demographics for San José’s North Campus area were compared to those of the City of San José and Santa Clara County. The information about the North Campus area was derived from all block groups within Census Tracts 5010 and 5012, as well as Block Group 1 of Census Tract 5009. The city and county data came from all the census tracts lying within the borders of the City of San José and the County of Santa Clara.

Figure 2: Census Tracts and Block Groups



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

Analysis of Race and Ethnicity

Figure 3. Ethnic Breakdown			
	North Campus	City of San José	Santa Clara County
White	58.0%	63.0%	69.1%
Black	5.6%	4.7%	3.7%
American Indian	1.5%	0.7%	0.6%
Asian	13.8%	19.6%	17.5%
Other	20.9%	12.1%	9.1%
Hispanic Origin	53.5%	26.1%	20.5%

Source: 1990 Census

Figure 4. Ethnic Comparison (1980 to 1990)						
	North Campus		City of San José		Santa Clara County	
	1980	1990	1980	1990	1980	1990
Black	5.1%	5.6%	4.6%	4.7%	3.4%	3.7%
Asian	6.4%	13.8%	8.3%	19.6%	7.7%	17.5%
Hispanic Origin	49.7%	53.5%	22.3%	26.1%	17.5%	20.5%

Source: 1990 Census

The North Campus area is an ethnically diverse neighborhood (Figure 3).

Most notably, the percentage of people in this area who claim to be of ‘Hispanic’ origin is more than double that for the City of San José or Santa Clara County and constitutes over fifty percent of the resident population (Figure 4).

The percentage of black residents changed very little between 1980 and 1990 in the North Campus area, San José and Santa Clara County. In contrast, the percentage of residents claiming to be ‘Asian’ more than doubled in all three areas. In the North Campus area, the Hispanic population was more than double the percentage living in San José or Santa Clara County in both the 1980 and 1990 censuses.

Educational Attainment

Figure 5. Educational Attainment of People 25 Years and Older			
	North Campus	City of San José	Santa Clara County
Bachelor Degree	9.8%	17.5%	15.7%
Graduate Degree	3.8%	7.8%	9.2%

Source: 1990 Census

North Campus has a lower percentage of residents with bachelor and graduate degrees than the City of San José and Santa Clara County (Figure 5).

Recent Arrivals

In 1990, one-fourth of the people living in the North Campus neighborhood were both

foreign born and recent arrivals to the country, approximately equal to the percentage for the City of San José but twice that for the County as a whole. Such population may experience difficulty finding work due to language barriers, visa problems, or a lack of education or training.

Figure 6. Recently Arrived, Foreign Born Population			
	North Campus	City of San José	Santa Clara County
Percent	25.9%	26.5%	12.2%

Source: 1990 Census

Figure 7. Percentage of Newly Arrived Residents			
	North Campus	City of San José	Santa Clara County
1889-90	31.2%	24.3%	24.2%
1985-88	35.9%	31.2%	32.5%
1980-84	15.9%	13.1%	13.6%
1970-79	9.1%	17.8%	18.4%
1960-69	3.5%	8.5%	7.7%
1959 or earlier	4.4%	5.1%	3.6%

Source: 1990 Census

In 1990, nearly one-third of the households in the North Campus area had lived there less than one year, while two-thirds of the households had less than five years residence in the area.

The large percentage of newly arrived households indicates that the neighborhood is in transition. North Campus has a greater percentage of newly arrived residents than do the City of San José or Santa Clara County.

Poverty Level

North Campus has a high rate of poverty. Almost one-third of the households live below the poverty level, defined by the Social Security Administration in 1990 as an annual income of less than \$12,575 for a family of four. The area has more than three times the number of people living below the poverty line in the City or the County (Figure 8).

Figure 8. Percentage of Households Below Poverty Level			
	North Campus	City of San José	Santa Clara County
Percent	31.2%	9.3%	7.5%

Source: 1990 Census

Renters and Owners

The number of renter occupied units in the North Campus area is four times the number of owner-occupied units. Neighborhoods with a high rate of renter-occupied units are more susceptible to the problem of deferred building maintenance, especially if owned by absentee landlords. A neighborhood with a high rate of owner-occupied units is more likely to have well-kept properties and greater community involvement by residents.

Figure 9. Renters and Owners						
	North Campus		City of San Jose		Santa Clara County	
	'80	'90	'80	'90	'80	'90
Renter Occupied	79.4%	79.9%	37.9%	38.7%	40.3%	40.9%
Owner Occupied	20.6%	20.1%	62.1%	61.3%	59.7%	59.1%

Source: 1990 Census

In San José, the proportions are reversed: about two-thirds of the properties are owner-occupied. For the county of Santa Clara, however, just over one-half of the units are owner-occupied.

In 1980, the number of renter-occupied units in the North Campus area was already four times the number of owner-occupied units. For all three areas, there was no significant change in the percentage of owner-occupied units and renter-occupied units between 1980 and 1990 (Figure 9).

Figure 10. Median Gross Rent			
	North Campus	City of San José	Santa Clara County
Median Rent	\$595	\$775	\$773

Source: 1990 Census

The 1990 Census data shows that the median gross rent for the North Campus area is considerably lower than the median gross rents for the City of San José or Santa Clara County. The median home value in the North Campus area is lower than in the City of San José and Santa Clara County (Figures 10, 11).

Figure 11. Median Home Value			
	North Campus	City of San José	Santa Clara County
Median	\$225,000	\$255,000	\$285,000

Source: 1990 Census

Conclusions

The North Campus is an area with significant racial and ethnic diversity. Very few residents have a bachelor's degree and even fewer have attained a graduate degree, most likely contributing to the high level of poverty in the area. This problem is complicated by the fact that one-fourth of the residents in the neighborhood are foreign born, recent arrivals. Such residents may have trouble finding high paying jobs due to language barriers, visa problems, or lack of education or skills.

With a yearly household turnover rate of nearly one-third, the population is in a constant state of flux.

Almost one-third of the households in the North Campus area live below the poverty level and rent their homes. Only one-fifth of the units in the area are owner-occupied.

Despite the high poverty rate and low rents in North Campus, the median home value is too high for most residents living in the neighborhood to buy a home there.

LAND USE

This chapter identifies current land uses in the North Campus area, compares the land use specified in the General Plan to the zoning ordinances, and points out inconsistencies between the two.

Current Land Use and Physical Conditions

An in-depth, parcel by parcel land use survey of the commercial area along East Santa Clara Street as well as the surrounding residential neighborhood was conducted (see Figure 12: Existing Land Uses Map).

In addition, the condition of each structure in the study area was assessed and rated on a scale ranging from good, to fair to poor. A building in “good condition” had a solid foundation and structure, a sound roof, a good paint job, and straight downspouts. Structurally sound buildings in need of paint, a new roof, or other superficial repairs were classified in “fair condition”. Buildings that appeared structurally unsound were described as in “poor condition”. Landscaping was assessed in a similar manner: “good landscaping” consisted of yards with manicured vegetation, “fair landscaping” included front yards with unkempt vegetation and “poor landscaping” consisted of front yard with no vegetation.

The following two areas are distinguished by different land uses: The East Santa Clara Street Commercial District and the Residential area encompassing Horace Mann Neighborhood and Naglee Park Neighborhood.

East Santa Clara Street Commercial District

The area along East Santa Clara Street has a high concentration of commercial uses. In contrast to the adjacent high-rise downtown area, most of the buildings along East Santa Clara Street are one story with a few exceptions. A small number of buildings have residential or retail uses on the floor(s) above. The setbacks of the buildings vary, with some placed right up to the property line and others fronted by parking lots. The majority of the buildings are fairly modern, though some older buildings with historic detailing can be found as well.

The vast majority of commercial buildings in this area was in good condition. The interiors were also rated as good for most of the buildings. Three structures were vacant with poor frontage.

Following is a detailed description of three distinct segments along this corridor (Figure 12):

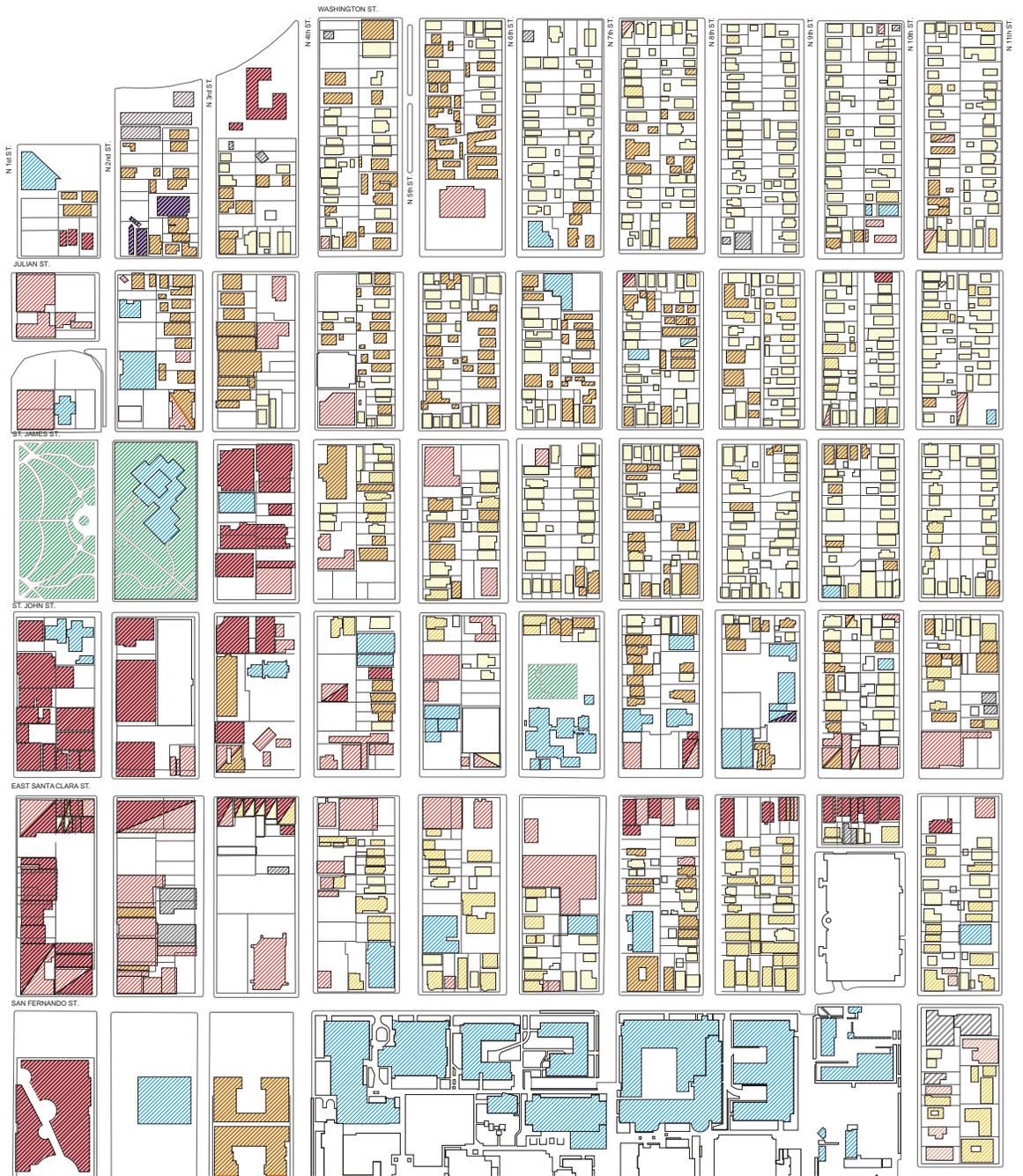
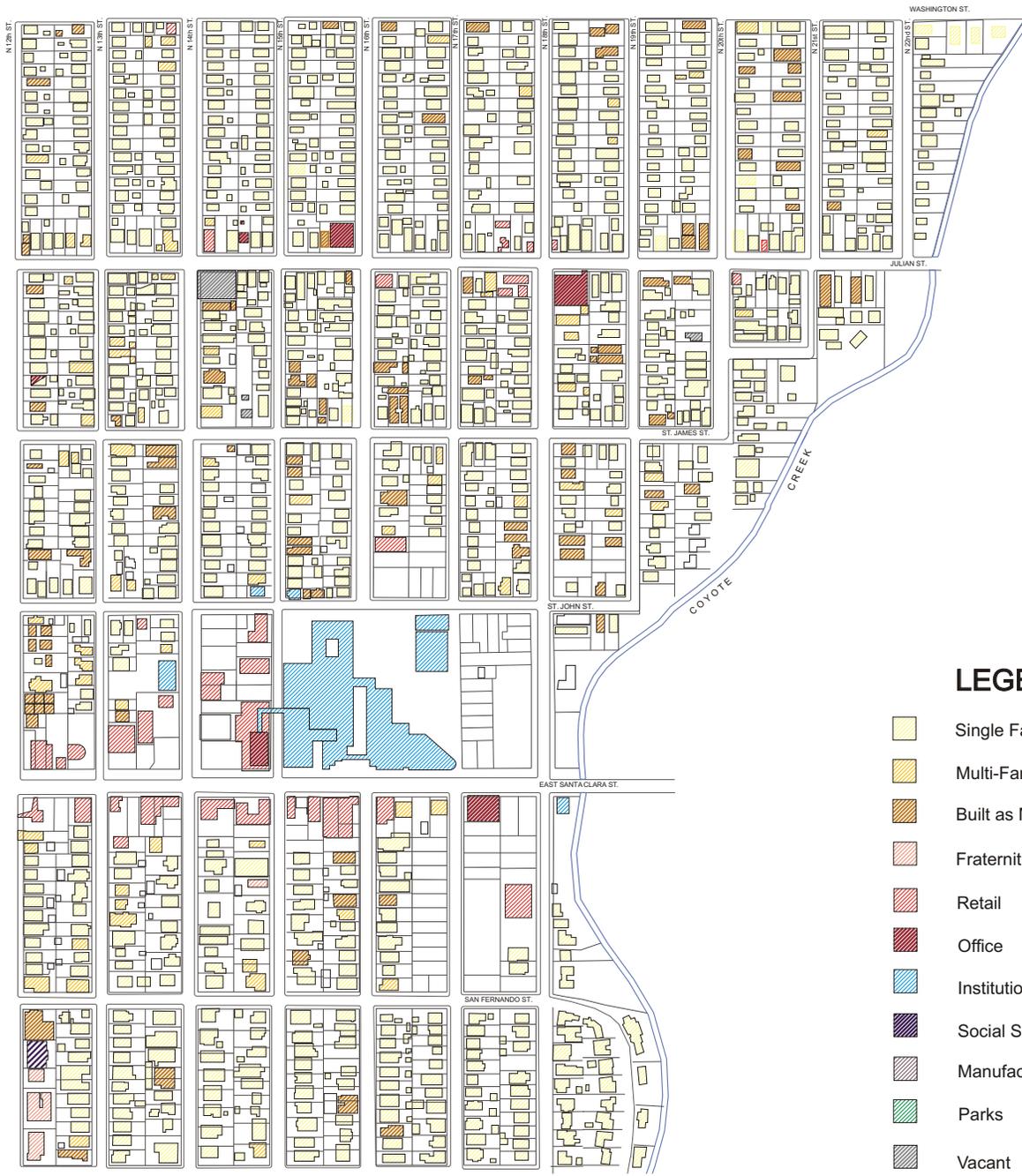
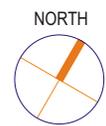


Figure 12: North Campus Land Uses



LEGEND

-  Single Family
-  Multi-Family Converted
-  Built as Multi-Family
-  Fraternities - Sororities
-  Retail
-  Office
-  Institution
-  Social Services
-  Manufacturing
-  Parks
-  Vacant



The area from 1st Street to 7th Street is characterized as a ‘transitional zone’ between the downtown core and the North Campus residential area. It contains a variety of land uses including residential, commercial and institutional uses. Within this frame area there are the Horace Mann Academy, Mother Olson’s Inn, which contains a residential hotel, a theatre and offices, the First United Methodist Church, a car wash, and various commercial sites and offices.

Between 7th and 13th Streets, the primary uses are commercial, with a wide range of products and services. The types of businesses are diverse and include restaurants, a bar, a take-out barbeque store, medical offices, law offices, a Vietnamese newspaper office, pharmacies, a health care clinic, hair and nail saloons, a copy shop, jewelry stores, a mortuary, a karate school, a dance studio, a mini-market, a dry cleaner, and a video store. Several of these businesses are mixed with residential and office uses on the second floor. There are street-facing parking lots and metered parking on the street.

The area further to the east along the corridor, from North 13th Street to Coyote Creek is characterized by a concentration of public facilities. It includes three full blocks bordered by East St. John and East Santa Clara Street. The public medical facilities include a hospital, medical center, doctor’s offices, parking and support services. The Columbia San José Medical Center is the base of this complex, with supporting services, offices and parking surrounding it.

Description of Businesses

The business mix along East Santa Clara Street includes a wide range of service, retail and professional uses. A number of businesses provide multiple services or products, indicating their adaptability to success. For example, some individual businesses provide multiple services such as travel and accounting. Others provide multiple products such as music and bottled water. The concentration of medical and health care

services and pharmacies near the hospital makes the east end of the corridor an anomaly in that the businesses are all related to medicine.

Two types of uses frequently found along East Santa Clara Street include medical offices and Vietnamese businesses. The breakdown of commercial uses from Fourth Street to Coyote Creek is as follows:

Figure 13. Commercial Uses	
Healthcare & Medical	23%
Miscellaneous Services	17%
Restaurants	15%
Miscellaneous Retail	10 %
Pharmacies	9%
Jewelry	6%
Other Miscellaneous	6%
Beauty Salon	5%
Video Rental	4%
Law Offices	3%
Liquor Stores	2%

Source: Survey of Businesses, 1998

Ninety-two businesses and business owners participated in a survey of the existing conditions and perceptions along this corridor (for more details on the survey, see Appendix B, East Santa Clara Street Merchant Survey) Following is a summary of the findings of the survey:

Length of Tenancy

Forty-five percent of the businesses have been owned by the same person for over five years and seven percent have remained in the same hands for over ten years. Twenty-three percent have had the same owners for three to five years. Only nineteen percent have been in place for under two years.

Customer Base

Twenty-six percent of the businesses indicate that the majority of their customers are from outside the neighborhood and 5 percent are from outside of San Jose. Very few of their customers are from the North Campus area.

Special Markets

Fifty-one percent of the businesses surveyed indicate that they cater to specific ethnic groups; 44 percent said they did not. Thirty-three percent state that they target the Vietnamese population. An additional seven percent cater to the Vietnamese plus Hispanics. Ten percent cater to Hispanics or Hispanics plus another group. Non-Vietnamese Asians are catered to by 8 percent of the businesses. These figures reflect the growing influence of the Hispanic population in the neighborhoods along East Santa Clara Street as the ethnic make-up of the neighborhood changes. In the 1980's the area around 3rd and Santa Clara Streets was a commercial center for the newly arrived Vietnamese, but that community is not as large now as it once was. The decline in the Vietnamese population is causing businesses to diversify and to cater to multiple ethnic groups.

Plans for Improvement

Most of the businesses in the area, 64 percent, have no plans to make improvements to their business, or they are undecided. Remodeling the building or business accounts for 4 percent of planned improvements, while only 2 percent have plans to change their merchandise. Ten percent have plans to expand their business and 8 % plan on relocating. The number of businesses that plan to relocate seems high but can be explained in part by the displacement that will be caused by the proposed new civic center.

Business Trends

Contrary to expectations, a large number, 45 percent, of respondents to the survey say that business has been improving over the past ten years. Fourteen percent feel that business is declining and 29 percent say it has remained about the same. Twenty-five percent indicate they do not know if business is improving or not. From the outward appearance of most of the shops, one would not expect as high a success rate. The owners, many of them immigrants, may be overly optimistic or they

may be reluctant to discuss their business with strangers.

What Would Help Your Business?

According to the survey, the change that would most help the businesses on Santa Clara Street is additional parking for customers. Thirty-nine percent of the respondents feel that more parking alone would help business. An additional 22 percent say that more parking is needed, as well as other improvements. The next most mentioned need is help with promotion and marketing, five percent. Four percent need other types of help and seven percent of businesses mention the need for three or more improvements.

Clearly, the percentage of people citing the need for more parking, 61 percent, is significant. From the responses, increased parking should be a priority when outlining strategies to improve the business district. Without parking, businesses on this auto-oriented street will suffer. In some situations, businesses mention that students are parking in their parking lots but more often than not the only parking these businesses have is one or two metered spaces on the street. One doctor stated that his customers frequently get their cars towed from the lot across the street because they have nowhere else to park. The doctor is not planning to renew his lease.

Projects and Programs

When asked what types of projects and programs they would like to see, 21 percent of the businesses state that they would like help with the problems of homelessness and crime. Eight percent want to see more parking, and 13 percent mention other types of aid. Sixty-seven percent of the businesses mention parking, and 19 percent cite homelessness as concerns. These high numbers reflect how strongly these problems affect businesses along East Santa Clara Street.

The Residential Zone

Horace Mann Neighborhood: The residential area north of East Santa Clara Street is largely single-family in character, but it also contains

a heterogeneous mix of building types. Churches and religious centers are tucked tightly in with homes on the residential blocks and large apartment complexes share the relatively dense streets with group homes.

For instance, in the predominately residential blocks between East St. John and East St. James Streets, there are a number of single and multi-family units, as well as a church and several vacant parcels, some of which are being used as parking lots.

The next row of blocks between East St. James and East Julian Streets is comprised mostly of single family residences with some multi-family units. North 8th Street has the most multi-family units, with five two-story apartment complexes and a townhouse project. There are several vacant parcels along North 8th Street. There are two churches, one boarded-up, several boarded-up commercial buildings, an unoccupied house, two vacant 'mom and pop' stores with residential units on the upper floors, and two houses converted to commercial offices. There is an alley in the middle of the block between North 9th and North 10th Streets.

The last row of blocks, between East Julian and Washington Streets, are longer blocks with mainly single-family residences. However, along East Julian Street, there is a gas station, a mini-market with apartments on the second floor and a tire repair shop. A bar and an auto repair garage are on Washington Street. There are also a few boarded-up houses, a fenced-off, dilapidated commercial building, and a home converted to a temple.

Overall, the uses in this area are well mixed, including both commercial and residential uses. A variety of businesses lie within walking distance for residents of the area and a number of churches and mini-markets serve the neighborhood.

The residential uses are a balance between multi-family and single-family units. The utilitarian design of apartment buildings, with little aesthetic detailing or landscaping, starkly contrasts with the articulation and detailing found in the older homes in the

Horace Mann area. The degree of building and landscaping maintenance in the area varies considerably, regardless of the housing type.

There are a significant number of residential properties with building and or site deficiencies. Eleven percent of all residential structures received a poor rating, indicating severe structural problems. Forty-nine percent were rated fair, indicating minor problems such as a need for paint, and 40 percent were in good condition. Only 30 percent of the structures surveyed presented good landscaping, 18 percent were judged fair and 52 percent poor.

Naglee Park Neighborhood: Naglee Park is a small, quiet neighborhood characterized by well-kept single family homes, neat lawns, clean streets, and abundant trees. These positive traits add economic value to the area; real estate listings reveal that home prices in Naglee Park are higher than prices in surrounding neighborhoods. Traffic abatement measures have maintained the serene quality of Naglee Park by limiting vehicular access to neighborhood streets. Additionally, permit parking has greatly reduced the impact of commuter parking on the community.

Ninety-three percent of the buildings in Naglee Park are residential. Of those, eighty-eight percent are single-family homes. Seven percent of the buildings are multi-family homes as built originally, while five percent are single-family homes converted to multi-family. Group homes comprise less than one percent of the buildings in the study area, not including four sorority/fraternity houses. One percent of the buildings are vacant.

In addition to well-maintained buildings, Naglee Park has a large number of well-groomed yards. Overall, seventy-four percent of the properties were rated with good landscaping, twenty-two percent with fair landscaping, and only four percent with poor landscaping.

Other Land Uses

Historic and Cultural District

The *Downtown Strategy Plan 2010* designates the area surrounding St. James Park as the St. James Historic District. A number of interesting structures are found in the historic district. One is Trinity Episcopal Church, located on the southwest corner of North 1st Street and St. John Street. Constructed in 1863, it is the oldest religious building in the city. The Gothic detailing is made entirely of redwood, and there are stained glass windows throughout the building. The chimes are among the oldest in the west, dating back to the 1860s.

The First Church of Christ Scientist is located across from St. James Park on St. James Street. Built in 1891, the building is an example of Neo-classical architecture. It is currently vacant.

The Sainte Claire Club at 65 St. James Street is a Mission Revival style building designed by San Francisco architect A. Page Brown and built in 1893. It is considered by some to be the most prestigious club in the South Bay.

The Eagles Temple on East 3rd Street was constructed in 1900 as a Masonic Temple. It has a facade of Doric columns.

The First Unitarian Church at 160 East 3rd Street, built in 1891, is an excellent example of Romanesque Revival architecture and is currently undergoing renovation.

Flood Hazard Areas

The Santa Clara Valley Water District is responsible for flood management in the North Campus area. While Coyote Creek is the eastern boundary of the North Campus area, the section from North 1st Street to North 13th Street is not part of the 100-year flood plain. The risk of flooding is extremely low in most of the area.

The area from North 13th Street to Coyote Creek is, however, within the Coyote Creek Flood Plain and floods do occur there. The Santa Clara Valley Water District has established a program to make improvements

to the creek to prevent flooding. These improvements include widening the channels, installing bypass channels, building levees, and creating overflow channels. The improvements will preserve the riparian habitat of the creek. Property owners within the flood plain are encouraged to carry flood insurance.

The San José General Plan

The San José General Plan is a blueprint for the future development of the city and forms the basis for decision making regarding the community's long term physical development. The current General Plan was adopted in 1994. The North Campus area is included in the San José "Central City" planning area, which includes a wide variety of uses.

The North Campus area contains the following General Plan designations:

- Core area
- Neighborhood/community commercial
- General commercial
- Medium density residential: 8 dwelling units per acre
- Medium high density residential: 8 to 16 dwelling units per acre
- Very high density residential: 25 to 40 dwelling units per acre
- Residential support for the Core area: 25 or more dwelling units per acre
- Public/quasi-public
- Public parks and open space
- Area of historic sensitivity

Central Incentive Zone

Although outside of the Downtown Core or Frame Redevelopment Plans, a portion of the North Campus area between North 13th Street and Coyote Creek is included in a city redevelopment area called the "Central Incentive Zone." As an incentive, if developers choose to restore and develop historic properties within this area, they are offered exemption from certain city taxes: construction tax, residential construction tax, building and structures tax, and commercial/residential/mobile home park building tax.

Intensification Corridor

The General Plan also defines the area along East Santa Clara Street as an Intensification Corridor. Intensification corridors are centered along existing or planned light rail transit (LRT) lines and major bus routes. Intensification means that a combination of zoning and increased public facilities will lead to more business, more people, and, of course, more traffic. These areas are classified as suitable for higher residential densities, for more intensive non-residential uses, and for mixed uses.

Zoning

While the General Plan establishes the foundation of information, analysis, conclusions, rationale, goals, objectives and policies for the future development of the city, zoning is one of the tools used to carry out the recommendations in the Plan. Zoning is used to protect the property rights of the property owner, to ensure the safety of residential areas, to enhance the aesthetics of an area, to manage the growth of a city, and to help implement housing and transportation programs.

The categories used to classify properties in zoning ordinances are different from those in the General Plan. The following zoning designations can be found in the North Campus Study Area: (Figure 14)

A (PD)	Agricultural District, Planned Development Permit
R-1	Single-family Residential District (one-family)
R-2	Two-family Residential (two-family)
R-3	Multi-family Residential
R-3-B	Multi-family Residential (multiple-family, 2 stories)
R-3-F	Multi-family Residential (Fraternalities, Sororities, Dormitories)
R-3 (PD)	Multi-family Residential, Planned Development Permit
R-4	Multi-family Residential (multiple-family, 6 stories)
C	Professional Offices
C-1	Neighborhood Commercial
C-2	Offices and Commercial
C-3	General Commercial
C-3 (PD)	General Commercial, Planned Development Permit
M-1	Light Industrial

Inconsistencies in Zoning

It is not always practical to strive for consistency between zoning and the General Plan because of the possible effect on the existing use on a site. Newly created, nonconforming uses may at some time in the future need to be abated. However, rezoning a property increases the likelihood that the property will be developed in a manner consistent with both the General Plan and zoning designations. Generally speaking, cities try to attain consistency with their general plan but not to rezone merely for the sake of consistency.

There are several areas within the North Campus area that are inconsistent with either the zoning designation or the General Plan designation for the property.

North 1st Street to North 7th Street

In the Downtown Core area there are several areas zoned for Commercial use (C) that are used for housing. Housing is neither a permitted nor a conditional use in the C zoning district. Even though the properties are inconsistent with the local zoning ordinance, they are still consistent with the General Plan designation of residential support for the Core area.

North 7th Street to North 13th Street

In this area there are a few inconsistencies and discrepancies between existing land uses, zoning, and the General Plan. Between East Santa Clara and St. John Streets, a private school, an electronic repair shop, and a day care center are located on a property zoned R-4. R-4 is the most intense residential zoning, with the permitted and conditional uses of parking structures, libraries, and churches. School and retail uses, however, are not permitted in the R-4 zoning district. The private school and the day care center are consistent with the General Plan as furthering community welfare, but the electronic repair shop is not.

Another inconsistency in the area is housing located on commercial (C) zoned parcels. C zoning allows professional offices and public oriented uses such as museums, parks,

community centers, schools, and churches. These residential uses are also in conflict with the General Plan C-3 designation of general commercial uses. A medical office located in a residential area is inconsistent with the R-3 zoning district but is consistent with the General Plan.

The major inconsistency in the second row of blocks between St. John and St. James Streets is the existing business uses in an R-3 and R-4 (multi-residence) zoning district. These commercial uses are also inconsistent with the General Plan designations of medium and medium high density residential. The multi-family and single-family residential uses on these blocks, on the other hand, are consistent with the zoning and with the General Plan.

Several residences in the third row of blocks between St. James and East Julian Streets are inconsistent with the C-2 (office and commercial) zoning. However, they are consistent with the intent of the General Plan. Another inconsistency is an architect's office located in a medium density residential zone.

The last row of blocks between East Julian and Washington Streets has several properties that are inconsistent with the General Plan. The existing businesses along East Julian Street, however, conform to the C-2 (offices and commercial) and C-3 (general commercial) zoning districts even though they are inconsistent with the General Plan. Other inconsistencies include an auto repair garage, a tavern, and a tailor located in a residential zone with a medium density General Plan designation. Similar to the third row of blocks, there are residences that fall into the C-2 zoning but are consistent with the intent of the General Plan. The tavern and the tailor may, therefore, be legal, nonconforming uses.

North 13th Street to Coyote Creek

This R-2 (two-family residence) district has several parcels that are not in compliance with either the General Plan or the zoning ordinances. These properties are mainly small businesses serving the neighborhood such as markets, video stores, and liquor stores. They are located at North 7th and East Julian Streets, the corner of East Julian and North

19th Streets, and the corner of Washington and North 14th Streets. Several other inconsistencies are found in the R-2 district but are probably legal, non-conforming uses; such as the triplexes found along East Julian and East St. James Streets.

The General Plan does not recognize the businesses at the corners of East Julian and North 17th Streets and East Julian and North 13th Streets. These areas are included in the General Plan medium density residential designation.

The R-3 (multi-family residences) areas adjacent to the medical complex along East Street John Street are also not included in the General Plan nor are they being used as R-3 areas. The R-3 areas are currently dominated by single-family homes.

Other inconsistencies include an apartment building in the commercial district and several residential parcels behind or adjacent to commercial uses. in the C-1 areas along Julian Street.

The zoning designation M-1 (manufacturing) is not recognized in the General Plan. A single parcel zoned M-1 is adjacent to a planned development on North 17th and East Julian Street but is not being used for manufacturing.

Conclusions and Recommendations

Looking at the General Plan designations and the area plans for the North Campus area, it is clear that the City intends to concentrate commercial uses in the Downtown Core area and to provide high density housing near downtown. Housing density is planned to decrease as the distance from downtown increases. Because the majority of properties in the study area are already developed, revitalization efforts should be directed toward the redevelopment of properties, in order to provide more housing, a mix of uses, better commercial facilities, and the preservation of historic structures.

It is recommended that future plans take into consideration the history of the neighborhood and the changing needs of its residents and businesses.

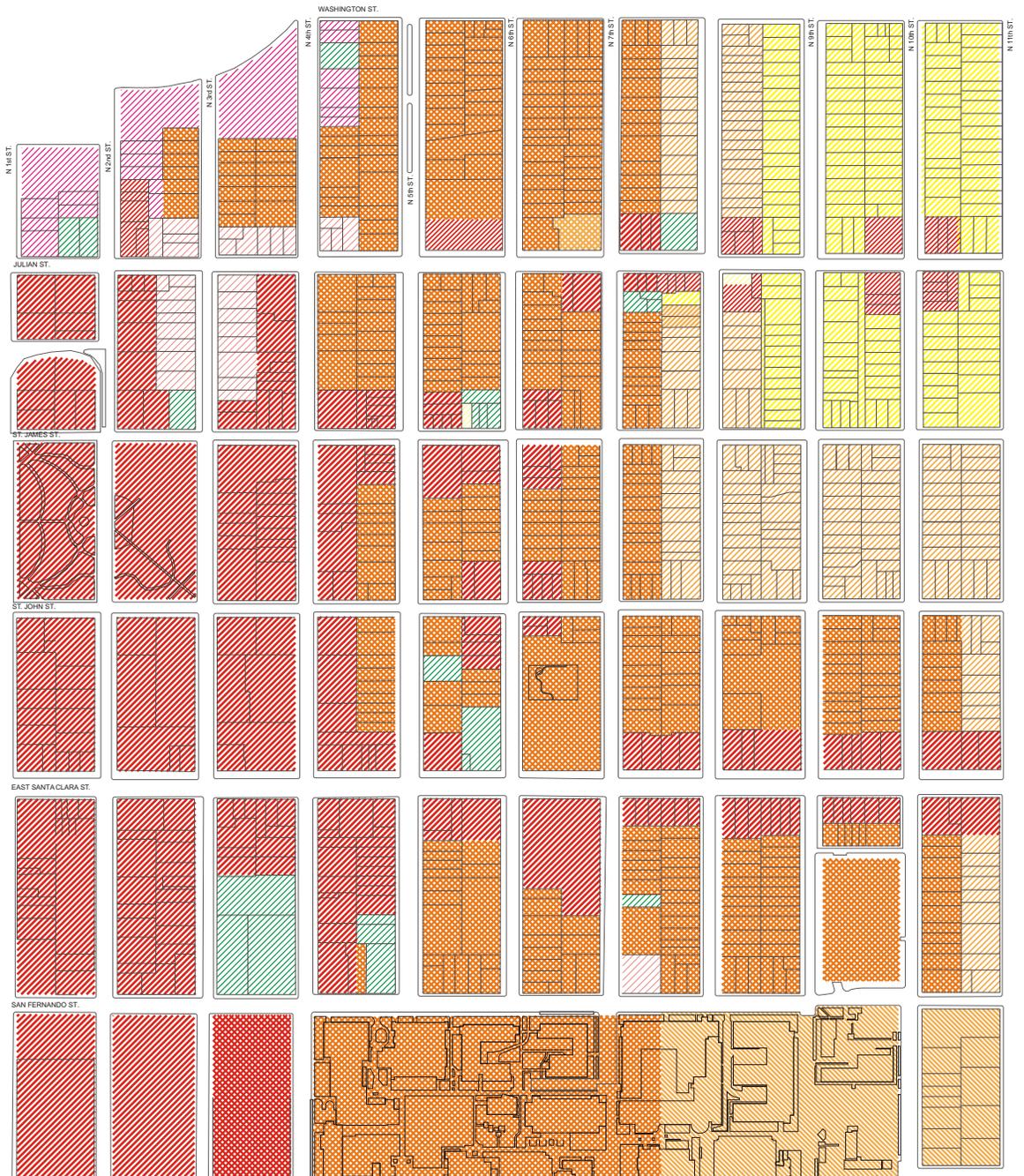


Figure 14: North Campus Zoning



Source: San Jose 2020 General Plan

LEGEND

-  A-PD Agricultural (Planned Development)
-  R-1 Single-Family Residential
-  R-2 Two-Family Residential
-  R-3 Multi-Family Residential
-  R-3B Multi-Family Residential (2-stories)
-  R-3F Multi-Family Residential (Fraternalities, Sororities, Dormitories)
-  R-3PD Multi-Family Residential (Planned Development)
-  R-4 Multi-Family Residential (6-stories)
-  C Professional Offices
-  C-1 Neighborhood Commercial
-  C-2 Offices and Commercial
-  C-3 General Commercial
-  C-3PD General Commercial (Planned Development)
-  M-1 Light Industrial



SCHOOLS, PARKS AND OPEN SPACE

Schools play an important role in this community in many ways. Given the restricted amount of open and recreational space in this urban setting, schools are just as important for the educational service they provide as for their playgrounds, making them focal points of the neighborhood.

Education

A major issue for the North Campus area schools is the low educational level of its population. Nearly half the residents older than 25 years did not graduate from high school: 70% in Census Tract 5010 and 60% in Tract 5012, compared to 23% for the city as a whole. The rate is even lower for Hispanics, who are 53.5% of the area's population. Tract 5010 has an especially low level of educational attainment with 49% of Hispanics having less than a 9th grade education. Education, therefore, is a major issue in the neighborhood.

Figure 15. Educational Attainment in the North Campus Study Area of People 25 Years and Older			
Highest Level Completed	Tract 5010	Tract 5012	San José
Less than 9th Grade	29%	26%	11%
9th-12th Grade (No Diploma)	16%	20%	12%
High School Graduate	17%	26%	20%
Some College (No Degree)	19%	13%	23%
Associate Degree	4%	6%	9%
Bachelor Degree	11%	6%	17%
Advanced Degree	4%	3%	8%

Source: US Census 1990

Figure 16 - Educational Attainment for Hispanics in North Campus Study Area			
Highest level Completed	Tract 5010	Tract 5012	San José
Less than 9th Grade	49%	36%	29%
9th-12th Grade (No Diploma)	21%	23%	21%
High School Graduate	15%	27%	22%
Some College (No Degree)	11%	9%	16%
Associate Degree	2%	4%	5%
Bachelor Degree	2%	1%	5%
Advanced Degree	0%	0%	2%

Source: US Census 1990

Schools

Several schools serve the residents of the North Campus area. Horace Mann Academy, Lowell Elementary School, Grant Elementary School, Burnett Middle School, and San José High School are all part of the San José Unified School District. There is a private school, Saint Patrick Parochial School. Horace Mann Academy and St. Patrick School are located within the North Campus area. (Figure 17)

St. Patrick School

St. Patrick Parochial School, a private Catholic school with pre-kindergarten through 8th grade, is on North 9th Street, between East Santa Clara Street and East St. James Street. The area behind the school is the church parking lot. It contains six basketball courts but no other playground equipment.

Horace Mann Academy

Horace Mann Academy, a public school with kindergarten through 6th grade, is on North 7th and East Santa Clara Streets. This school serves the area from East Santa Clara Street to East St. James Street, and from North 1st Street east to North 13th Street, as well as East St. James Street between North 4th Street and North 10th Street. Its students reflect the ethnic and socio-economic diversity found in the surrounding community. Horace Mann Academy's site and services are a vital resource in the neighborhood. The 2.76-acre site has a fenced playground with a picnic area, some grass, a few basketball hoops, a small playground area with equipment, and community gardens. The playground is accessible before and after school hours and weekends but only when an administrator is on campus. When all the school employees have left, the gates are locked.

The Horace Mann campus looks temporary and poor because it is composed entirely of portable classrooms.

Parents and community members are encouraged to participate in all areas of the school program including the PTA, school committees, classroom volunteers, Head Start,

parent education workshops, and special events. In addition, kindergarten parents are asked to volunteer a designated number of hours in the school.

There is also community involvement through the "Adopt-A-School" program. Participants include Lucky's Supermarket, the United Methodist Church, the Unitarian Church, the Baptist Church, the Neighborhood Associations, San José State University, the San José Police Department's "Jump Start" program, and Sí Se Puede, which offers English as a second language and citizenship classes.

More recently, Horace Mann Academy formed a partnership with San José State as part of the University's Community Outreach Partnership (COPC) program.

Land Use Issues Affecting Schools

Both Horace Mann Academy and St. Patrick Parochial School are isolated from their surroundings. Horace Mann has no windows facing the streets and the school is fenced in, with access limited to gates that are frequently closed. St. Patrick is also completely fenced in, with locked doors facing the street. One must ring a bell to gain entrance. In effect, the schools have found it necessary to insulate themselves from the crime, homelessness, drugs, gangs, and poverty of the neighborhood.

The commercial areas along Santa Clara Street adjacent to the schools are centers of loitering, drug dealing, gang activity, litter, and public drunkenness, especially in parking lots, at bus stops, and at pay phones. Many stores have outdoor pay telephones, which are used by drug dealers to do business.

The conversion of single-family homes into student housing, group homes, apartments, and boarding houses has worsened parking and traffic conditions and increased the transience of the neighborhood. The proximity of San José State University, a major commuter destination, has severely affected parking and traffic around the two schools.

San José State University

Although San José State is primarily a commuter university, 2,000 students live in campus housing and another 9,000 live in private housing within walking distance of the university. The sheer size of the university affects the surrounding neighborhood in many ways. The need for cheap student housing has resulted in the conversion of older Victorian homes into small apartments or studios, commuters have created parking shortages and traffic congestion, and university expansions have resulted in the displacement of many residential units.

The university seems self-contained and self-sufficient with minimal patronage of local businesses and few neighborhood residents venture onto the campus. The university has recently begun to make efforts to integrate itself more into the surrounding community both physically and socially. Interior walkways have been aligned to surrounding city streets with large, open entrances and programs in areas such as education, social work, and city planning have united students and neighborhood residents in projects that benefit the community.

Parks and Open Space

Open space can be defined as any parcel or area of land or water essentially unimproved and set aside for public or private use and enjoyment.

St. James Park

The major public open space in the North Campus area is St. James Park, located on the southwestern edge of the area. The park is classified as a regional park by the City Parks and Recreation Department. The entire North Campus area is within a one mile radius of the park. The park consists of two blocks of approximately 7.6 acres and is surrounded by four one-way arterial streets: North 1st Street, East St. John Street, North 3rd Street and East St. James Street.

The west block of the park is developed with turf, paths, and two monuments. The southeastern corner is open turf, paths, and

other monuments. The northeastern portion of the park contains the St. James Senior Center. The center is a cluster of seven structures, built in 1968, which are used for recreational and social services, primarily for senior citizens. Palm trees, approximately 60 feet high, form a boundary along North 1st Street and North 3rd Street. The tree canopy within the park is dominated by large mature elm trees from 40 to 60 feet high, mixed with oaks, glue, and gum trees, which range in height from 15 to 40 feet. North 2nd Street is a transit mall lined with smaller Mexican fan palm and London plane trees, approximately 20 to 30 feet high. There are benches and trash receptacles placed along the paths and there are plans to place a public, self-cleaning toilet in a corner of the park this fall.

The Downtown Strategy Plan calls for a bandstand in the park and the possible relocation of the St. James Senior Center. The *St. James Park Master Plan* specifies improvements in the park and its integration with the transit mall on First and Second Streets.

At this time, senior citizens share St. James Park with transients who sleep, eat, and loiter in the park. It is an uneasy relationship and the park has been the focus of recent controversy. As new businesses and residents move into the downtown area, there are discussions about using the park in different ways. Finding a way for all residents to use the park in a cooperative manner is essential.

Outdoor Recreation Areas

Most of the open space used by North Campus area residents is located outside the area: Roosevelt Park on East Santa Clara Street east of Coyote Creek, and the Watson Community Center between Jackson and Taylor Streets. The open spaces within the area are St. James Park, the Horace Mann Academy playground, and Coyote Creek. There are no areas devoted to outdoor recreation in the area. The playground at Horace Mann Academy has three basketball hoops and a small grassy area with a backstop. St. Patrick School has six basketball hoops in the church parking lot.

Coyote Creek, which is presently inaccessible, could potentially provide an educational resource once a proposed bike path alongside the creek is implemented.

Open Space Plans and Policies

General Plan

The General Plan states that public parks and recreation areas are an important and necessary element of the urban community, providing for many of its open space and leisure activity needs. Due to financial limitations, the City of San José has been unable to acquire a sufficient amount of neighborhood parks to meet its objectives. Creative solutions are needed to provide alternative methods of alleviating parkland deficiencies. The Plan states:

Alternative forms of neighborhood serving park land mitigation should be considered for high density housing projects, particularly in the Downtown Core and Frame Areas and along major transit and arterial corridor connections to Downtown.

Specific Parks and Recreation Policies included in the General Plan include:

- The City should consider as an objective the provision of neighborhood or community parks within reasonable walking distance for each resident. That portion of a Citywide or regional park which provides recreational accessibility for nearby residents in the same manner as a neighborhood or community park should be considered as meeting this objective.
- Through the development review process, private open space and recreation facilities should be encouraged in high density residential projects, mixed use projects and major employment complexes in the vicinity of major transit corridors in order to meet a portion of the open space and recreation needs of residents, employees and visitors that will be generated by that development.
- The City encourages the County and other appropriate jurisdictions to direct the expenditure of regional park funds to provide parks and other open space lands and recreational resources within, or in close proximity to, the urban population.

- The City should facilitate the creation and improvement of neighborhood and community parks by using the Parkland Dedication Ordinance, the Parallel Impact Fee Ordinance, and the Construction and Conveyance Tax.
- In the planning of future park expenditures, the provision of new parks and recreation facilities and improvements in park deficient areas should be considered as a top priority.

Downtown Strategy Plan

The *Downtown Strategy Plan 2010* was adopted by the San José City Council in December of 1982 with the intention of developing downtown San José as the cultural and social center for Silicon Valley. In the Plan, the City encourages the preservation of historic sites and structures and the re-use of historic buildings by both the public and private sector.

The Downtown Strategy Plan

recommendations for St. James Park include:

- encouraging the County to keep the court facilities near St. James Park
- a bandstand in St. James Park
- relocating the Senior Center

Leisure and Life 2000

Leisure and Life 2000: A Policy Plan for Recreation, Parks and Community Services in San José, California to the Year 2000 defines the goals, policies, and actions to guide San José's Department of Recreation, Parks and Community Services in developing, managing, and operating a system of parks and recreation and community. This plan, approved by the City Council in March, 1988, lays out service levels for the Department of Parks, Recreation and Community Services. It defines the target populations and lists major themes and goals.

The target populations are sub-groups of the general population whose needs and interests are unique:

- Preschoolers (0 to 4 years)
- Elementary school aged children (5 to 12 years)
- Youths (13 to 19 years)
- Adults (20 to 49 years)

- Seniors (50 years and over)
- Cultural and ethnic Groups
- Special interest groups: equestrians, golfers, campers, and others
- Mentally or physically challenged or disabled Persons
- Low income families and individuals.

The service level objectives for neighborhood and community parks are 3.5 acres of publicly owned and accessible neighborhood and community serving lands per 1,000 population. Of this a minimum of 1.5 acres, should be neighborhood parks within a reasonable walking distance for the residents.

St. James Park Master Plan

This master plan report was submitted to the San José City Council in July 1985. It contains suggestions made by citizens, city commissioners, and city staff with a view to improve the park and integrating it with the transit mall. The objectives of the St. James Master Plan are:

- To reunite the park by linking the two halves
- To provide a design which is compatible with the new transit improvements
- To restore the park to its historic significance
- To add plant which will enhance the views of the historic buildings
- To encourage improvements to properties adjacent to the park
- To produce a design that can be implemented in a manner compatible with the Senior Center and which could be easily completed upon relocation of the Center

Conclusions and Recommendations

There is a critical shortage of outdoor recreation opportunities for the residents of the North Campus area, and the conversion of vacant parcels to park and playground development should be a priority in planning for it. Moreover, all available open space such as Coyote Creek and adjacent areas should be made accessible to all area residents.

Neighborhood Parks

There are no neighborhood parks in the North Campus area. The City should obtain one or more of the vacant parcels and dedicate them to park development.

St James Park

Presently, St. James park does not welcome a wide range of users. In order to reclaim this important resource for residents of the neighborhood, downtown visitors and workers, the following measures are recommended:

- Increase police patrolling in the area
- Counsel those who use the park as a shelter about alternative shelters and facilities
- Adopt a zero tolerance policy toward drugs and alcohol in the park
- Increase civic activities in the park
- Build a 'tot lot', or similar playground structure to attract young families to the park
- Encourage activities for a range of age groups
- Encourage activities for a range of age time periods (day/night)

In addition, the St James Senior Center occupies approximately one quarter of St James Park, limiting the uses of the park. As recommended in the *St. James Master Park Plan*, the St. James Senior Center should be relocated to a site outside St. James Park.

Landscaping

Landscaping, as a means to add greenery to the area should be encouraged not only in residential portions of the neighborhood, but along commercial corridors as well. Most commercial properties located outside the Downtown Core have little or no landscaping, creating an unattractive streetscape. Local business, in particular those along Julian Street, need assistance to add landscaping to the business properties



Figure 17: North Campus Existing Open Space



**ROOSEVELT
PARK
(Regional Park)**

Source: Land Use Survey, 1998



HOUSING

The design, condition and density of housing in a residential area strongly influence the character of the neighborhood. The following section identifies the housing characteristics for the area, and reviews the City of San José's plans, policies, and guidelines of North Campus.

Housing Stock

According to the 1990 US Census, the neighborhood housing stock was comprised of 38.4 percent single family units. The remainder contains group homes, apartments and duplexes. Duplexes accounted for 9.53% and multi-family units accounted for 59.13% of all the housing units in the area. There was total of 1,318 single-family units in the neighborhood. Of this total, only 47.65% were owner occupied. San José, in comparison, had an owner occupancy rate of 78.91% for single-family housing units.

According to Mark Lazzarini of the Northern California Home Builders Association, there has been minimal construction of new housing in the area since 1990. The only new project is the 131-unit Ryland Mews condominium complex, on North 2nd Street, just north of Julian Street, with thirty additional units now under construction. Just outside the neighborhood boundaries several projects have either been completed or are in the planning stage. The Villa Torino Apartments (198 units) and the Paseo Plaza Condominiums are completed. Projects currently approved by the City include a 59 unit single-family, detached, development by Classic Communities, just south of East Santa Clara Street at 17th Street. Phase I of this project, twenty-nine 3 and 4 bedroom single-family detached homes, is under construction and scheduled to be completed in late 1998. Phase II, 30 more homes, should be completed in early 1999. A proposed development at the historic José Theater at North 2nd Street between East Santa Clara and San Fernando Streets, is 116 unit high-density apartment complex now in the planning process. Also in the final planning stage is a mixed-use development of 316 apartment units to be built downtown between North 3rd and North 4th Streets at San Fernando Street on the site of the Bank of America. Most of this new housing construction caters to upper-middle class residents in the area.

Much of the housing in the area is old and dilapidated. In 1990, the neighborhood had 3,546 housing units, which accounted for 1.37% of the 259,330 housing units in the city of San José. The percentage of units built prior to 1970 was 83.81%, while 57.81% of these were built prior to 1950; 1,305 of them before 1939. This indicates an aging housing stock

compared to the rest of San José, where only 9.6% of all units were constructed prior to 1950.

The neighborhood has a high rate of renter occupied housing units compared to the entire city. Renters account for 79.9% of all the occupied housing units in the area, compared to 38.72% in San José.

The vacancy rate in the neighborhood in the 1980s and early 1990s was almost double that of San José. The 1990 census indicated that 214 of the 3,546 housing units in the neighborhood were vacant, a 6.03% vacancy rate. The City's vacancy rate at that time was 3.53%, with 9,143 out of 259,330 units vacant.

The vacancy rates have changed dramatically. During late 1997 the vacancy rate for all rentals in the City of San José was less than 2 percent, which is extraordinarily low. It is estimated that the North Campus Neighborhood has a similar vacancy rate.

Architectural Types and Structures of Historic Interest

The architectural styles found in the study area tell a story of different times and influences. Styles as diverse as 1920s and 30s Craftsman cottages, Queen Anne Victorians, Spanish Colonials, Mission homes and box-like garden apartments coexist in the study area. The Victorian and Craftsman cottages reflect the character of the area before World War II, while multi-family apartment buildings reflect the trends of the post-war era. Most of the homes are California Bungalow and Craftsman Style, with a scattering of Victorians that add flavor to the neighborhood. Victorian homes were built at a time when most architects and homebuyers were imitating the Eastern styles. Victorian and Gothic Revival homes, some prefabricated, were built around 1850. These styles, along with the flat-front, flat roofed Italianate boxes were prevalent in San Francisco and, since San Francisco set most of the standards in the state, the style was imitated throughout California. The

Victorians continued to be constructed in California into the early twentieth century, even though they had become out of fashion in the East.

Victorians were easy to build because they used the balloon frame and the machined nail construction system. Many of these homes were built of redwood, a durable and lasting lumber, and they can be found in many parts of the Bay Area, including San José. Many of the Victorians became multi-family or group homes in the 1970s. Although Victorians were maligned in the 1960s and 1970s, there has been a revival of interest in them and, with rehabilitation for historical preservation, they can be visual focal points in a neighborhood.

The competitive nature of the real estate business led builders to construct homes that people wanted. The climate and the economy of California caused the California bungalow to be extremely popular throughout the state. It is the predominate style in North Campus area. Local homebuilders constructed these comparatively inexpensive homes. In contrast to the Victorian homes, the Bungalow had its origins on the West Coast and its main virtue was affordability, not style. These bungalows are usually two or three bedroom, one-story buildings of simple architecture with small yards and are often called cottages.

Successive waves of newcomers to San José have left their marks on local housing. There are historic structures, such as the Sainte Claire Club and General Naglee's Home on San Fernando Street, and the presence of Victorian homes in the area.

The Historic Landmarks Commission has designated several Conservation Areas in or near the North Campus area. These include the Downtown Commercial District, Naglee Park, Hensley and St. James Square Historic District. These areas have been selected for an architectural design or style which portrays a particular era in San José. For example, the Downtown Commercial District reflects the commercial structures of San José from 1870 to the 1940s. The St. James Square Historic District is on the National Register of Historic

Places and contains nine Classical style structures. The Historic Landmarks Commission of the City of San José has listed over 160 structures within the neighborhood as having historic value. According to the *San José Preservation Action Council Historic Resource Inventory* (1997), a total of 211, or 25 percent of structures and sites in the study area have been identified as historically significant, and 64 percent of these are located in Naglee Park.

Housing Affordability

Since the development of housing subdivisions began in the 1950s, North Campus area housing has been appraised significantly lower than in its surrounding neighborhoods. By 1990, the median home value in San José was \$257,500, while in North Campus Area it was only \$182,500. In 1998, values in the area still reflected this disparity. According to the San José Real Estate Board, the city's current median home value is \$310,000 while the neighborhood's median home value is approximately \$215,000.

Housing costs in San José are among the highest in the country. In 1990, the city was ranked the twelfth least affordable of the major cities in the nation and had one of the highest median rents, \$755 per month (1990 Census). In that year only 14% of San José families in 1990 could afford a median-priced home. The situation is even more critical in 1998. Because the economy in California did not rebound from the recession as quickly as other parts of the country, new construction of homes is slow compared to the rest of the country. As a consequence, the housing market continues to be very limited, especially for affordable units, as rental rates have risen and vacancy rates approach zero percent.

The difficulty that San José families have in finding affordable housing is further illustrated by the fact that those making less than 50% of the median income usually pay more than 30% of their income for housing. With a majority of North Campus

Neighborhood residents making well below the median income, home ownership is very difficult.

Figure 18. Median Housing Prices			
	1990	Feb 1998	Percent Increase
San Jose	\$259,500	\$310,000	20%
North Campus Area	\$182,500	\$215,000	17%

Source: 1990 Census, San Jose Real Estate Board 1998

Housing values in the North Campus Neighborhood have been far less than that of San José. For example, in 1990, 53.56% of all owner occupied housing units in San José had a value of more than \$250,000. In North Campus, only 15.27% of owner occupied housing units had a value of more than \$250,000. Of these more expensive housing units, San José had over 9% being valued at more than \$400,000, while no homes in the neighborhood were worth that much. In the study area more than half (50.17%) of the owner occupied housing units had a value of between \$150,000 and \$200,000. In comparison, San José has only 13.7% of the owner occupied housing units in this category. While the cost of a home in the North Campus Neighborhood is substantially less than that of the city as a whole, it is still extremely high and out of reach for the current residents. Rental prices continue to increase exponentially. Families supported by a minimum wage earner cannot even afford the average studio apartment in downtown San José

The concept of affordable housing in San José is an oxymoron. Based on the 1990 Census, it is estimated that only 14% of the population can afford a median-price home. San José's rents are among the highest in the nation. Affordable housing is defined as costing no more than 30% of the occupant's total income. Based on this standard, a household with an income of \$77,000, the median income for a family of four in Santa Clara County, is able to afford a home that costs about \$260,000. In July of 1997 the median value of a house in San José was \$269,888

and in February 1998 it was \$310,000. The average new home price in the County is \$388,012. Santa Clara County's economy is currently producing 40,000 to 50,000 new jobs a year and only 8,500 new housing units. This, and a 1% or 2% vacancy rate result in housing prices which are beyond the reach of the average household.

Figure 19. Income Needed to Afford a Downtown Apartment					
	Studio \$	1 BR \$	2 BR \$	3 BR \$	4 BR \$
Monthly Fair Market Rent	641	731	903	1,238	1,391
Total Annual Income Necessary	25,640	29,240	36,120	49,520	55,640

Source: San José Real Estate Board 1998

Housing Issues in the North Campus Area

In the North Campus Study Area, signs of rehabilitation and improvement are apparent. Much of the Downtown Corridor has been restored, particularly the historical buildings. Many new businesses appear as evidence of the renewal and rehabilitation projects and of private investment in the area. However, in certain areas, particularly between 6th and 10th streets, there are still many deteriorated housing units.

The following are core issues related to the housing stock which have a negative overall effect on the neighborhood:

Deterioration of Single-Family Units

Nearly one-third of the single-family residences in the area require some level of rehabilitation, according to the Redevelopment Agency of the City of San José. Their exterior conditions are believed to affect the value of new construction planned for the area. Improvement in the appearance of these dwellings should lead to an increase of new home buyers in the neighborhood.

Deterioration of Multi-Family Dwelling Units

Many of the area's apartment complexes were built nearly fifty years ago. These buildings

are deteriorating rapidly and may also require interior rehabilitation. Of these apartments, only a few do not require improvements to either the exterior or the landscaping.

Low Owner-Occupancy

Owner occupancy in the North Campus area was only 20% which leads to the poor upkeep of property in the area. An increase in home ownership usually improves a neighborhood noticeably.

Dwellings Converted From Single-Family Units

Many single-family housing units in the North Campus area have been converted from single-family use to boarding houses and multi-family units. These conversions have significantly increased the population density in the neighborhood. Many of these units are 'not up to code', and there is a problem in bringing them to conform to the housing codes. Grants from the Redevelopment Agency or from the city cannot be made to illegally divided units. Consequently, if these units are renovated, some residents would be displaced and many would not be able to afford the rent after the repairs are completed.

Conversion of Single-Family to Multi-Family Units

Victorian homes are often converted into multi-unit family dwellings with several occupants to a room. Other aged structures have simply been knocked down and replaced by apartment buildings whose styles are often inconsistent with the neighborhood. Because of the increased number of group and boarding homes, and the infill of rentals units, the percentage of owner-occupied versus rental units contrasts sharply with the City and County. Santa Clara County and the City of San José have 61.5 and 60% owner-occupied units respectively, while the North Campus Area had only 20% owner-occupied homes in 1990 and a number of uninhabited units. The appearance of the neighborhood is a result of the lack of building maintenance. Because they are the majority population, renters should be encouraged to participate in community events and decisions. Meanwhile the City should encourage and support the

owners to maintain the quality of their buildings.

Code Violations

A detailed site review of the neighborhood was conducted by San José State University urban planning students in March and April of 1998. A number of violations were noted, including weed abatement, unfenced abandoned buildings with boarded windows, dogs in yards without warning signs, excessive trash, abandoned vehicles and large appliances in yards, fire and safety hazards, blight, and deteriorating roofs and porches. Most of the problems were found between 6th and 12th streets, an area with many apartment buildings. Several homes had boarded up windows but were still inhabited. On the brighter side, there were many instances of homes that had been repaired recently, or were being repaired. This was particularly evident in areas of single family detached residences.

The following is a list of the code complaints in the area that were completed by the City staff for the period of January 1, 1998 to February 24, 1998.

Figure 20. List of Complaints to CED by Tract

	Census Tract 5010	Census Tract 5012
Health and Safety	2	0
Solid Waste	2	0
Zoning	2	2
Nuisance	6	4
Housing	7	1
Multiple Housing	11	1

Source: Code Enforcement Division

Housing Plans, Programs and Policies

Several public agencies in the city of San José provide housing assistance to home owners, renters, and the homeless, and support and guide housing construction in the area. The following is a brief overview of these

agencies' ongoing efforts towards improving and expanding the housing stock in the city.

General Plan Housing Policies for the City of San José

The Housing Policies of San José as outlined in the General Plan are summarized below:

- Offer citizens an equal opportunity in housing;
- Provide decent housing in a livable environment;
- Providing housing structures that respond to the needs of all economic levels of community;
- Increase housing opportunities for low income families;
- Incorporate good design;
- Promote cooperation of public and private sector;
- Promote the rehabilitation of deteriorating housing.

Code Enforcement

Code enforcement is an integral and necessary element of a successful housing program. Zoning regulations, and the enforcement of Health and Safety and Housing Codes, are tools used by a city to accomplish its goal of providing a “decent living environment for its citizens.”

Although there are signs of improvement in the area, the neighborhood is still in need of focused code enforcement in order to allow the improvements to take hold.

The Code Enforcement Division uses three methods to attain its goals: an enforcement program; working with neighborhood groups; and special programs, like the anti-narcotics Project Crackdown. These codes are broken into nine categories: health and safety, housing, multiple housing, vehicle abatement, water, zoning, nuisance, project areas and weed abatement.

The Code Enforcement Division has specific tools available to do their job. In most cases, the person responsible for a code violation is given an opportunity to voluntarily comply

with the law and correct the situation. Once the deadline in a Compliance Order has expired, the owner or responsible person is subject to one or more of the remedies listed below. In addition to any fines that result from a remedy, fees may be charged after the second re-inspection for multiple housing properties.

Administrative Citation This remedy is designed to address minor violations. The fines increase with each offense. Examples of first offense fines are: Lawn parking, \$25.00; early set out of yard trimmings, \$25.00; inoperable vehicle, \$250.00; blight, \$250.00; illegal signs, fines vary.

Civil Penalties This remedy is used for major violations. The fine is recommended by the City but decided upon by the Appeals Hearing Board. The fine can be as much as \$2,500 per day starting from the date that non-compliance is established.

Abatement This remedy is used when the City needs to take action to abate a nuisance. In a typical case, the City's Code Enforcement Division will hire a private contractor to either demolish or board and secure a structure, or to clean a property of junk and debris.

Judicial Remedies These remedies are used where the other remedies are not considered to have a high probability of success.

Housing Department's Programs and Policies

In 1987, the City of San José created its Housing Department and a task force was assembled to recommend policies and programs to adequately house San José's lower and moderate income residents. The resulting report, *San José: A Commitment to Housing*, guided the City's housing policies and programs for several years. In 1995, this document was updated and renamed *The Five Year Investment Plan*, setting forth San José's housing policies, goals, and programs for the Fiscal Years 1995-96 through 1999-2000. *The Five Year Investment Plan* proposes to develop and rehabilitate close to 10,000 units

of affordable housing between the years 1995 and 2000.

The City of San José provides a wide-range of services to address the affordable housing needs of the community. These services fall under: Housing Production, Housing Rehabilitation and Preservation, Assistance to Low and Moderate Income Homebuyers, Neighborhoods, Homeless Services, Housing Planning, Policy, and Program Development and County Services. Most of these services are in the form of either grants or loans to home buyers or renters. New assisted units and properties undergoing "substantial rehabilitation" (a loan exceeding 25% of the property value) are subject to a 30-year affordability restriction. A brief description of the programs within the categories mentioned above are described below (for a detailed description of these programs and contact information, see Appendix A, Community Resources Directory).

Housing Production

- *Housing Development Program* Low-interest loans are provided to developers to construct new affordable rental housing.
- *Predevelopment Loans* Pre-development loans assist non-profit housing developers with the early stages of planning affordable housing projects, such as hiring architects or obtaining appropriate zoning permits. The maximum loan amount is \$100,000.
- *10% Set-aside* The Department sets aside 10% of its housing funds for large development projects, City-initiated revitalization, and special projects.
- *Other Assistance* The Department also provides funds for the development of senior housing projects, single-room occupancy hotels, homeless shelters, transitional housing, and other special-needs housing.

Housing Rehabilitation And Preservation

- *Housing Preservation Program* This program lends funds to eligible lower income homeowners of single-family and duplex properties for basic repairs.
- *Rental Housing Rehabilitation Program* This program provides loans to owners of rental housing occupied by qualifying lower income households for needed repairs.
- *Mobile Home Repair Loan Program* The Department also funds up to \$15,000 in repairs to eligible lower income mobile home owners.
- *Paint Grants* Paint grants are offered for a portion of the cost of painting the exterior of single-family owner-occupied and rental housing occupied by eligible lower-income households.
- *Emergency Grants* Emergency grants of up to \$7,500 are provided for lower income rental properties. Most of these grants are being used to convert fixed window bars to releasable bars to ensure better safety during emergencies such as fires.

Assistance to Homebuyers

- *Mortgage Credit Certificate (MCC) Program* Under this program, moderate income buyers can receive a federal income tax credit for 15% of their mortgage expenses for 10 years. This program is administered on a first come, first served basis and slots usually fill up within a month after they become available in early January.
- *California Housing Loan Insurance Fund (CHLIF)* This program allows moderate income homebuyers to only pay a 3% down payment on a home up to \$227,000, rather than the usual 20%. The CHLIF currently suffers from a poor marketing and outreach program, limiting its success in the community.

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

Neighborhoods

The Planning, Building, and Code Enforcement Division of the City of San Jose has been preparing a *Neighborhood Revitalization Strategy*, targeting neighborhoods considered to be most in need of comprehensive City services. Approximately 75% of the public funds available for revitalization efforts will be aimed at these neighborhoods. Unfortunately, the North Campus area is not a target area within this strategy, except for the blocks between San Fernando and East Santa Clara Streets.

Homeless Services

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

Housing and Homeless Fund This fund was created by the City's Housing Department to provide one-time grants for housing and homeless-related projects that would otherwise go unfunded.

Housing, Planning, and Program Development

Non-funded Efforts In addition to providing direct funding to increase and improve the affordable housing stock, the Department actively works towards developing policies and programs. Some of the activities include

legislative advocacy at the state and federal level, preparation of state or federal mandated plans, and disseminating public information concerning housing and housing-related issues.

County Services

The Housing Authority of Santa Clara County administers Section 8 Certificate and Voucher programs for the City of San Jose. Approximately 6,000 federally subsidized, rental assistance vouchers are provided by the Housing Authority to low income residents in San Jose.

Redevelopment Agency's Civic Center Housing Investment Program

Since 1956, one of the goals of the Redevelopment Agency has been to rehabilitate housing and commercial structures downtown. The Agency has invested over \$63 million in market rate housing downtown and assisting in the building of new condominiums and apartments to provide more housing for the area. The Agency has also contributed over \$20.5 million to low, very low and moderate income housing in the city.

The San José Redevelopment Agency is currently studying the area of downtown San José that will house the future San José Civic Center. The Civic Plaza District, as it is identified, is within the North Campus Neighborhood. The Civic Plaza District's boundaries are North 2nd Street, North 13th Street, East San Fernando Street, and Julian Street. The main goals of the *Civic Center District Housing Investment Program* are as follows:

- To preserve and improve the supply of downtown residential housing by providing low-interest rehabilitation loans to single family dwellings.
- To improve the exterior appearance and interior condition of the approximately 44 multi-family housing developments built on small lots during the 1950s and

1960s by including a rental rehabilitation component in the plan.

- To increase the ratio of owner-occupied residences in the downtown area by assisting first time homebuyers with limited assistance (\$25,000 maximum) for the down payment on a home.
- To improve the exterior condition of converted single-family residences, many of which are Victorian structures, through the extension of facade improvement loans and grants. This goal includes plans for dealing with parking, outside storage, and property management that often accompany houses converted to multi-family dwellings.

This *Housing Investment Program* has three budgeted components for the initial year of operation: one for owner-occupied single family dwelling; another for renter-occupied multi-family dwelling rehabilitation; and one for first time homebuyer assistance. In 1999 the agency will review its programs and the efforts needed to minimize Victorian home conversions into multi-family group homes. The following is a brief description of each component of the plan:

Single and Multi-Family Rehabilitation The Redevelopment Agency's goal for the first year is to rehabilitate 60 units. To initiate this process, the Redevelopment Agency staff must draft the program guidelines and procedures; work with General Counsel to develop legal forms and documents; and make initial contacts for rehabilitation loans, project management, and community outreach. They must also obtain the services of certified building inspectors and an architect to develop guidelines for improvements to apartments.

First Time Homebuyer Program Agency staff will oversee program development, draft the program guidelines and procedures, and work with General Counsel on legal forms and documents. A loan specialist will explain the program to local lenders and realtors, work

with escrow officers, and will be responsible for community relations.

Conversion Facade Improvement The initial budget does not allocate any funding for this program but projects with severe need should be considered case-by-case. This portion of the program should start in the second year.

Conclusions and Recommendations

Code Violations

Several properties in the North Campus Neighborhood are in violation of the City of San José Building Code. The City should use all available means to enforce code violations. Residents should be informed by the City of procedures for reporting code violations and enforcing code compliance.

Illegal Group Homes

There are illegal group homes in the North Campus Neighborhood. The City should work with the group homes to ensure they meet all legal requirements.

Historic Structures

Historic structures in the North Campus Neighborhood are not properly recognized or protected. The City should work to identify the historic structures in this area and assure that they are protected from inappropriate development or use.

Building Design

The design, condition and density of housing in a residential area determine the atmosphere of the neighborhood. The Horace Mann Community Design section of this report identifies the housing characteristics, and proposes guidelines for new and existing buildings in the North Campus Area..

Housing Investment Programs

Area residents are unaware of financial programs available for home owners. The Redevelopment Agency should educate residents about their Housing Investment Program.

Use of Funds

Potential funds for rehabilitation and revitalization of the North Campus Neighborhood are underutilized. The Redevelopment Agency should take advantage of the new Civic Center Plaza budget and funding for the rehabilitation and revitalization of the North Campus Study Area.

PUBLIC WORKS

The following section presents an overview of Public Works conditions in the study area.

The North Campus area covers approximately 0.65 square miles with 16.8 miles of roadways and 33.6 miles of sidewalks.

Traffic

Automobiles: Automotive traffic has free, unrestricted, access to all thoroughfares within the study area. There are four pairs of one-way streets which traverse the North Campus area. The North 1st and North 2nd Street pair; the North 3rd and North 4th Street pair; and the North 10th and North 11th Street pair go north and south; while Julian Street and Saint James Street pair go east and west. These streets are collectors and provide access to the Interstate 880 arterial (North 1st and North 2nd Streets), the Interstate 280 arterial (North 3rd and North 4th Streets and North 10th and North 11th Streets) and State Highway 87 (East Julian and Saint James Street). According to the city's level of service evaluation, traffic problems are quite manageable under existing conditions

Mass Transit: Four bus service lines provided by the Valley Transit Authority are quite active within the North Campus area and six lines service all or part of East Santa Clara Street. The 81 line (east/west) and the 82 line (north/south) are the major bus service lines in the central section of the area. The buses are well used around the clock. Express bus 300 on Santa Clara Street provides additional service during weekday working hours. Also, light rail and the downtown transportation mall are located a few blocks east of the study area.

These transit facilities help provide accessibility to jobs, education, health care and recreation throughout the San José Metropolitan area.

Pedestrian Traffic: The western end of the area, downtown, is especially heavy with pedestrian traffic. There are pedestrian traffic signals in the downtown area but not at other signalized intersections.

Bicycle Traffic: Bicycle traffic is very light throughout the area and there are no bicycle traffic lanes.

Streetscape

Parking, street trees and utility poles, sidewalks and litter were evaluated through the study area.

Inadequate *parking* appears to be a systemic problem in the neighborhood, as many homes were built before the rise of the

automobile. Only 72 percent of the properties have off-street parking. To compound this problem, students from San José State park freely throughout the area given its proximity to the University. The high concentration of converted single-family homes lacking adequate parking space adds to this problem -- fifteen percent of original single-family residential buildings in the area have been converted to multi-family units. A common solution to this problem has been to replace front lawns with paving for parking, creating drab concrete lots. Other residents remedy the situation by parking their automobiles on their front lawns.

The only privately operated parking facility in the area is on Devine Street between North 1st and North 2nd Streets. It covers a half block and its primary customers are downtown workers. A public parking garage is located on North 2nd Street between East Santa Clara Street and St. John Street. There is metered on-street parking: along East Santa Clara, on Saint John Street, on Saint James and Julian Streets from North 1st Street to North 4th Street; between East Santa Clara and St. John Streets on North 5th, 6th, 7th and 10th Streets and around the San José Medical Center.

Street trees make a fine impression on East Santa Clara Street, but within the Horace Mann neighborhood they are, at best, sporadically planted, inconsistently trimmed, and incompatible with overhead wiring. Excessive overhead utility wiring is prevalent on most streets of the neighborhood. In many locations, it appears to be vying for space with overgrown street trees.

Litter also presents a problem in many of the front yards close to East Santa Clara, where trash either blows down from the commercial establishments, or is carelessly discarded by pedestrians. In some places, trash is a real eyesore. In particular, many apartment buildings that do not have adequate space to house a dumpster are guilty of leaving overflowing trash receptacles in alleyways or on the sidewalks close to the street, facilitating garbage collection, but severely detracting from the streetscape.

Many of the neighborhood *sidewalks* were poured in the late 50s and early 60s, and cracks abound. In some places sidewalks are in desperate need of repair and in others they are still in relatively good condition. Twenty-three percent of sidewalks in Horace Mann and East Santa Clara Street are in good condition, 53 percent in fair condition and 24 percent in poor condition. In Naglee Park, on the other hand, 41 percent of the sidewalks are in good and 59 percent in fair condition. Overall, there is need for improvement in the streetscape throughout the study area.

Streets in the area have been subjected to a great deal of wear because of more use and inclement weather brought by the El Niño effect during the 1997-1998 winter season. Because the expense of pavement repair, the usual cycle for evaluating road conditions is three years for busy roads and five years for local streets. For that reason, some of the current street conditions may continue to degrade before street maintenance personnel can even perform a survey. The time between evaluations and repairs will be even longer.

City Plans: According to City of San José public works staff, there are no current plans for major street or sidewalk repairs. However, studies are being prepared for the analysis of traffic patterns in the downtown area, to determine current traffic conditions and to decide if the North 3rd and North 4th Street pair of one-way streets is still needed.

Water

The San José Water Company is in charge of the water system in the study area. This private company shares the responsibility for the management, treatment, and monitoring of San José's drinking water with the Santa Clara Valley Water District. The San José Water Company is overseen by the California Public Utilities Commission.

Some of the pipes in the water line system of the North Campus study area are over 100 years old. The 5 inch line that runs down North 5th street was constructed in 1884 and was followed in 1889 by the installation of the

12 inch main that runs down Santa Clara street. Many of the pipes in the residential areas of the study neighborhood were constructed between 1900 and 1925.

“Fireflow”, not drinking water volume, is the determining factor in the adequacy of, or “need to upgrade”, the water system. Fireflow is the amount of water that will be required to suppress a fire that may occur in a given area. The required volume of water needed for fire suppression is much greater than would ever be demanded during normal water usage. Thus, when determining the needs for upgrading water supplies, velocities that will be needed during fireflow are calculated. Normal water flow is below 10 feet per second; high usage or fireflow is typically greater than 15 feet per second in a given diameter.

When an area is slated for development, the water company recommends any changes that are required in the fireflow requirements. If the pipes have to be upsized, the developer pays the cost and is reimbursed over a 40 year period.

Occasionally an agency such as the Redevelopment agency may change the zoning in an area. Again, the water company would advise on any new water system requirements.

In 1997 the San José Water Company budgeted 11 million dollars for water main replacement throughout their jurisdiction. Since the program was enacted, most of the pipes in their system have either been upgraded or replaced. Both the City of San José and the Water Company have plans and guidelines in place to deal with any proposed expansion and development in the North Campus area.

The City staff is well aware of the condition of the sewer system in the North Campus area and has an adequate maintenance and upgrade program in effect. The pipes for the sanitary sewer system are interconnected so that in the event of a significant problem there are many options in diverting the sewage to temporarily alleviate problems. The City is well prepared

to handle unforeseeable problems such as line breaks, collapses, and clogs.

Storm Drains

The storm drains in the North Campus area were built in the late 1940s to last for a hundred years. Under current standards, storm drains are built for a ten year cycle, meaning that probably every ten years rains will exceed the capacity of the drains. However, because of the terrain in the neighborhood, the area has little probability of flooding and the neighborhoods need not be concerned with flooding. During the 1997-98 “El Niño” year, flooding was not a problem in the area.

Sanitary Sewers

In the early 1900s, the City undertook a large-scale project to separate the storm water from the sanitary sewers. Since the sewers had ample capacity for the sanitary waste, it was decided to construct a new network of sewers for the storm water. The capacity of the original system was adequate until the 1950’s when a second main drain line was built to accommodate future growth. Subsequent additions to the system were made in 1970 and 1987. Since 1987, 1735 miles of sanitary sewer have been constructed.

According to a senior Civil Engineer for the City of San José, the current capacity of the sewer pipes is adequate for the zoning of the study area. There are no major plans or need to upgrade the system. Several main lines have been rehabilitated over the past several years and occasional leaks or breaks in the system are taken care of as needed.

Conclusions and Recommendations

Mass Transit

The concept of a Light Rail service along East Santa Clara is being evaluated by City and County transportation agencies. Residents and city staff have expressed concerns that East Santa Clara Street will not be able to support a light rail corridor. However, Light Rail service connecting the downtown area to

the transit dependent residential Alum Rock area to the east is important for the city.

Meanwhile, improved bus service along Santa Clara Street could enhance the accessibility of the study neighborhood to much of the San José area.

Street and Sidewalk Maintenance

In those areas which are not considered collector or feeder streets, street and sidewalk maintenance is slight at best. Because the streets and sidewalks are part of the character of the neighborhood, they must be maintained. While this is generally expensive, neighborhoods could be assessed for the repairs necessary to provide a quality of life many residents desire. This way, the property owners would collectively pay for all the sidewalk repair work rather than having one individual pay for any damage. The cumulative result will be a well maintained neighborhood which should attract new residents and neighborhood businesses.

Sanitary Sewers

Development in the North Campus Neighborhood could increase the sewers required to maintain the current level of service as set forth by the General Plan. The City should require developers within this area to provide mitigation measures to improve the level of service when necessary.

According to the City of San José's Chief Civil Engineer, there is at present no plan to up-grade the sewer system because there is no apparent need. However, the North Campus Neighborhood system is very old, with parts of it dating back to the beginning of the century. Thus, some deterioration of the system is inevitable.

PART II

SPECIFIC AREA PLAN PROPOSALS

In addition to the general examination of the North Campus study area presented in Part I, two specific sub-areas were studied in detail: the East Santa Clara Street Neighborhood Business District, and the Horace Mann neighborhood. This section, Part II, presents an area assessment and recommendations for the areas.

East Santa Clara Street is an important commercial thoroughfare connecting the core downtown area and the primarily residential area of Alum Rock to the East of the city. The Horace Mann Neighborhood, located immediately to the North of the San José State University campus, will house the new Civic Center for the city and is the center of much public attention.

The recommendations for improvements presented here were developed through extensive consultation with the business and residential community in the area. Over ninety businesses along East Santa Clara Street were surveyed in order to draw conclusions and propose strategies for the business corridor. Thirty-three students from Horace Mann Academy and over fifteen members of the Horace Mann Neighborhood Association collaborated closely with the San José State University team in organizing and conducting design surveys and workshops to develop the community design proposals presented further in this section.

EAST SANTA CLARA STREET NEIGHBORHOOD BUSINESS DISTRICT

The North Campus area commercial district runs along East Santa Clara Street from North 4th Street to Coyote Creek, providing goods and services to local residents and to customers from all parts of the city. The western portion of the business corridor is part of downtown San José.

This section presents an evaluation of problems and issues, as well as specific recommendations developed for this area. The recommendations and assessment summarized here are based on a detail survey of the conditions along this corridor as presented earlier in this document.

Problems and Issues

Instability

The population around East Santa Clara Street is not stable. The area has the highest concentration of group homes in San José and a very low home ownership rate: about 80 percent of the residents were renters in 1990 according to the census. Both factors contribute to the high turnover among residents.

Poverty

The residents of this neighborhood are unlikely to become homeowners in the area because 31 percent live below the poverty level and the median value of a house in the area is over \$225,000.

Blight

Compounding the effects of the instability in the neighborhood is blight. Sixty percent of the residential buildings are in poor or fair condition. About 70 percent of the landscaping is in either poor or fair condition.

Business Focus

The business survey showed that many of the businesses along East Santa Clara Street do not serve the adjacent neighborhoods. Thirty-eight percent of businesses focus their marketing efforts toward Vietnamese clients, though the community is primarily Hispanic. In addition, approximately one third of the businesses are medical offices or pharmacies, far outweighing the medical needs of the immediate area. The point is further illustrated by the fact that 50 percent of merchants said their customers come from the greater San José Area.

Parking

Parking constraints have a negative effect on some businesses. Many merchants express a desire for more parking, reflecting a perceived lack of parking throughout the neighborhood. The number of San José State students parking in the area each day also contributes to the problem. Moreover, the continued attraction of non-local customers ensures a rising demand for parking in the future.

Traffic

The traffic system on East Santa Clara Street discourages pedestrian movement. Traffic moves at high speed and several crosswalks are dangerous due to a shortage of traffic lights and pedestrian crossings.

The intersection at N. 6th and East Santa Clara Streets, which lacks a stoplight, is especially dangerous for schoolchildren and residents due to the popular destinations across the street, including Taco Bell and Lucky's.

Urban Design

East Santa Clara Street lacks a coherent urban design. The building height is uneven, few of the structures are visually interesting, and the building setbacks vary from parcel to parcel. Some businesses, such as Lucky's Supermarket, have large, un-landscaped parking lots in front of their buildings. In addition, the commercial signs are a chaotic mixture of sizes, shapes, and colors. The Horace Mann Academy, a public elementary school, is comprised entirely of portable buildings, all in need of repairs.

Crime

The area suffers from the effects of crime and homelessness along the street. Merchants feel that these activities discourage customers from frequenting their shops. Twenty percent of businesses mentioned these problems in the East Santa Clara Street survey.

Business District Plans

The most powerful single influence in the East Santa Clara Street commercial district is the City of San José and its Redevelopment Agency. Their decision to build a Civic

Center in the area will radically change the character of the area. In order to address the impact of this change, the city has plans to improve the commercial corridor and to integrate it more fully into the North Campus neighborhood.

Recommendations

Recommended Goals for the Area

- Make East Santa Clara Street more pedestrian friendly
- Provide adequate parking for business use
- Encourage businesses that serve the neighborhood
- Increase the stability and liveliness of the surrounding neighborhood
- Reduce crime and uncivil behavior
- Anticipate and accommodate changes caused by the new Civic Center

Civic Center Area Recommendations

East Santa Clara Street, between Fourth Street and Sixth Street, is the location of the proposed new Civic Center. Ideally, the Civic Center should be a catalyst for neighborhood and business development. The primary objective for the Civic Center area is to ensure that the new Civic Center is compatible with the East Santa Clara commercial district and the North Campus area. (Figure 21)

Eliminate Parking Meters

The proposed Civic Center is likely to draw more people to the area and parking in the Horace Mann neighborhood and the commercial district will be affected. To alleviate some of these difficulties, existing parking meters along East Santa Clara Street should be eliminated and replaced with free, one to two-hour parking spaces for business patrons. The parking for the neighborhood should be altered to allow permitted parking for residents only. The Civic Center plans should include adequate parking for employees and visitors.

Assist Businesses Affected by the Civic Center

During the construction of the new Civic Center, businesses near the work site may be

cut off from downtown for some time. As mentioned in the strategies for the whole business district, it is necessary to aid those businesses by providing educational programs to help them adapt to the new environment and market.

Relocate Historic Buildings

There are several Victorian homes of historic significance located on Fifth Street within the proposed Civic Center site. To preserve the character of the neighborhood, these homes should be relocated to a site within the North Campus area.

Integrate the Civic Center with the Community

Perhaps the most important strategy for this area is the integration of the new Civic Center with the surrounding community. The Civic Center should not be a wall that blocks the downtown from the rest of the community but should be designed to make the transition in scale and height compatible with downtown, the business district on East Santa Clara Street, and the surrounding neighborhood, and to connect each of these segments. Its design should certainly be compatible with East Santa Clara Street and should encourage pedestrian flow along the corridor.

Urban Design Guidelines

The neighborhood surrounding the proposed Civic Center site is in need of urban design guidelines. See the *Community Design* section below.

Intensification Node

The Intensification Node is located between North 6th Street and North 11th Street, the eastern edge of the proposed Civic Center. Proposed changes to the area will bring in more business, more people, and more traffic, intensifying all activities along that pedestrian portion of Santa Clara Street and the surrounding neighborhood. At present, the area is dominated by heavy traffic, which discourages pedestrian movement. The business district should be better connected to the surrounding neighborhoods. A pedestrian-friendly commercial area would attract customers from both the North Campus

neighborhood and San José State University. (Figure 21)

There are a number of specific improvements that will assist the intensification of Santa Clara Street from North 6th through North 11th Street.

Improve Lucky's Supermarket

Lucky's Supermarket is an important center in this area for neighborhood people. The store and its surroundings are drab and much could be done to make the market more attractive. Planting trees, installing better signs, repaving the parking lot, and building more interesting entry ways would all improve the functioning and appearance of the market.

Rebuild Horace Mann Academy

The Horace Mann Academy is located between North 6th and North 7th Streets, across from Lucky's Supermarket. Once a beautiful historic building facing East Santa Clara Street, the school now consists of portable buildings with no street presence. A permanent school should be built, following the architectural theme of the original, stately building. In response to community wishes, the playground should be kept open after hours, with supervision, so that neighborhood children will have a safe place to play after school.

Crosswalks

Currently, many intersections do not have stop signs or stoplights, making it difficult for pedestrians or cyclists to cross East Santa Clara Street. The intersection at North 6th Street is especially dangerous for children from the elementary school because of the popular destinations, Taco Bell and Lucky's, on the other side of the street. Crosswalks with stoplights should be installed at North 6th, North 8th, and North 9th Streets with textured paving, bricks or cobblestones which will alert drivers to slow down at the pedestrian crossings.

Neck Down Intersections

'Necking' down intersections where sidewalks protrude into the street at intersections to make the crosswalks shorter,

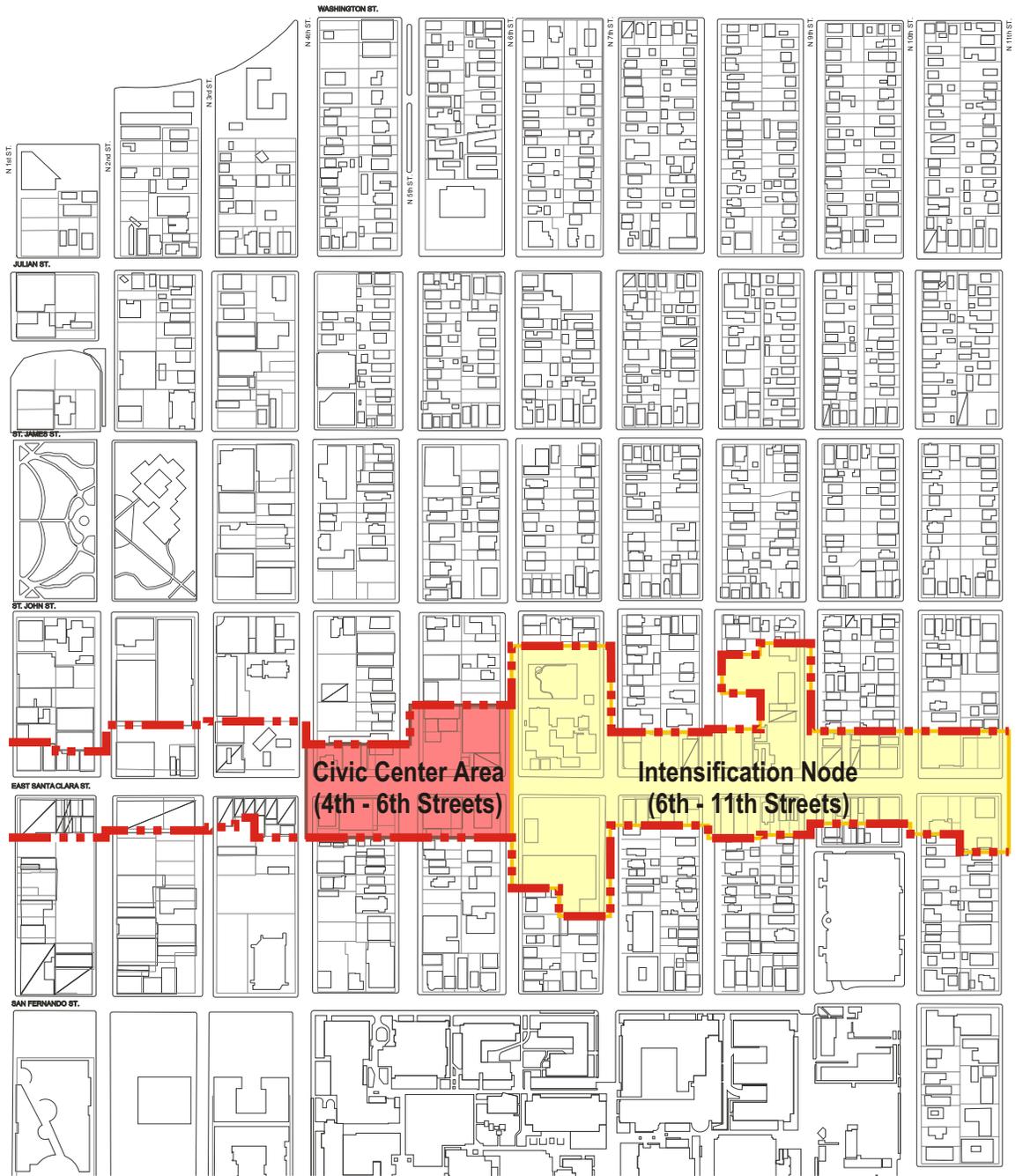
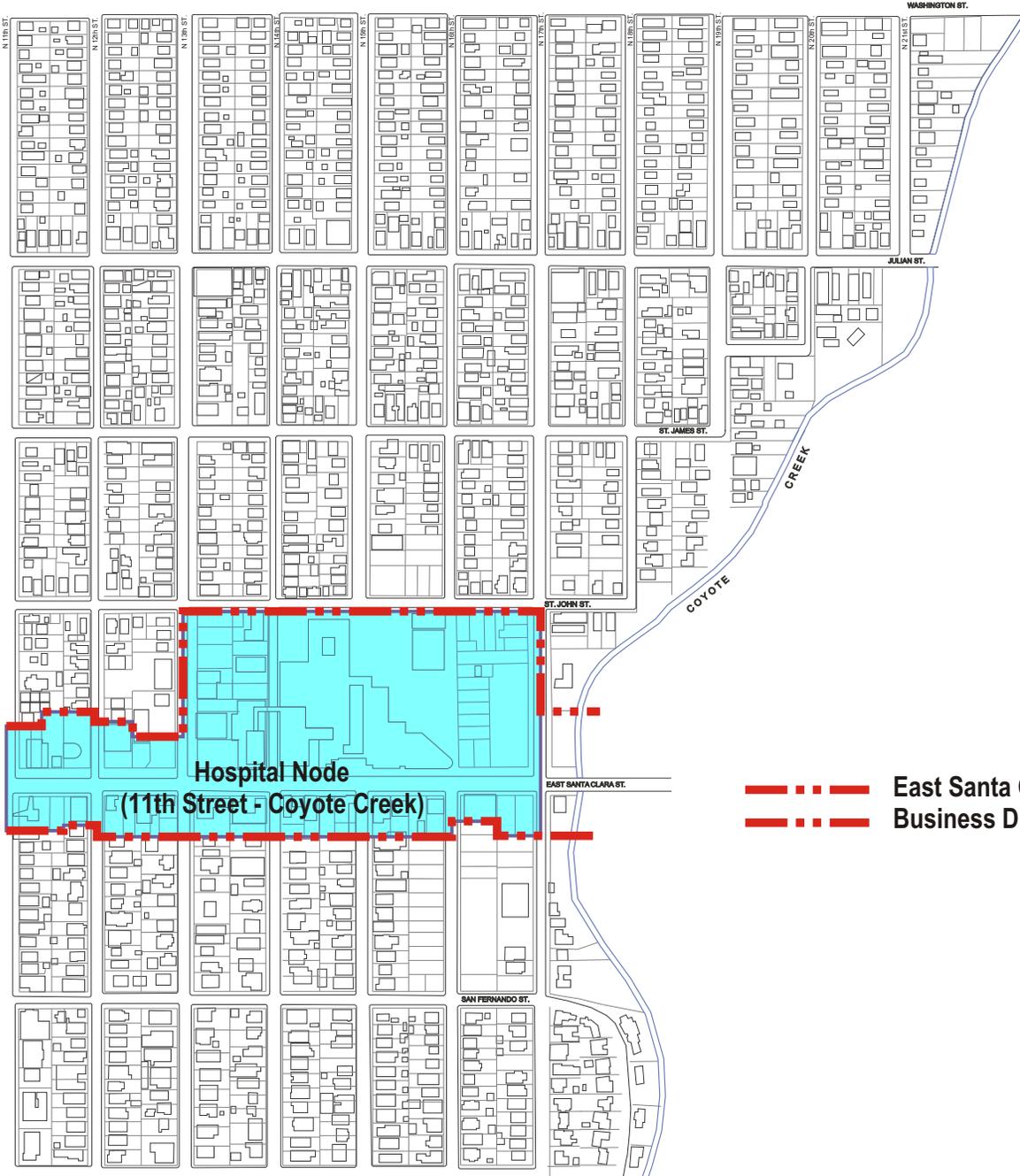


Figure 21: East Santa Clara Street Business District Recommendations



Hospital Node
(11th Street - Coyote Creek)

--- East Santa Clara Street
--- Business District Boundary

Source: San Jose Redevelopment Agency



would improve pedestrian safety in the intensification node. To improve their appearance, the necks should include a street tree and some brick or cobblestone paving (Figure 31).

Street Frontage Parking Lots

The parking lots on East Santa Clara Street could be made more attractive by adding a short wall and a landscaped strip between the sidewalk and the parking lot. Plants would soften the appearance of the walls and deter graffiti. These changes are especially needed between North 7th and North 8th Street and between North 10th and North 11th Street.

Streetscape

The streetscape can be improved and made more pedestrian friendly by adding lampposts, awnings, trees, landscaping, and street furniture such as benches, kiosks, and trash cans.

Free Parking

Although 70 percent of the businesses surveyed cited parking as a problem, there are often empty metered spaces so the problem appears to be a lack of free parking. In response to this, the parking meters along East Santa Clara Street should be replaced with free, one to two-hour parking spaces. To minimize inconvenience, local residents could be issued special parking permits allowing them unlimited parking in the neighborhood.

Self-Cleaning Public Toilets

The intensification of the area between North 6th and North 11th Street will attract more pedestrians, increasing the need for well-maintained public restrooms. Self-cleaning toilets at key locations would help to keep the streets clean and odorless.

The Hospital Node

The Hospital Node begins at North 11th and East Santa Clara Streets and ends at Coyote Creek. Most of the businesses in this area are medical services related to the San José Medical Center, which occupies three blocks on the north side of the street. The recommendation is to diversify the types of

businesses along that section of Santa Clara Street to attract the residents of the Naglee Park neighborhood (Figure 21).

Connections with Naglee Park

Naglee Park is a stable neighborhood located directly south of the hospital and a connection should be made between the two areas. Neighborhood businesses, such as bookstores or coffee shops, would draw local as well as outside patronage.

Mixed-Use Development

To encourage diversity, any new development in the area should be mixed-use with offices or housing above commercial shops. Possible sites for mixed-use developments are:

- The abandoned lots between North 11th and North 12th Streets,
- The parking lots on North 12th to North 14th Streets

Hide Parking Lots

Currently, two surface parking lots are fronting East Santa Clara Street between North 12th and North 14th Streets. For the existing sites, it is recommended that a low wall and landscaping be installed to hide the parking lot.

Free Parking

It is recommended that the current parking meters along East Santa Clara Street be replaced with spaces that allow two hours of free parking and that on-street parking along the neighborhood streets be converted to free, one to two-hour parking with parking permits for local residents.

Streetscape

A uniform streetscape theme is recommended to connect the Intensification Node with the Hospital Node. To accomplish this, lights, awnings, benches, trashcans, kiosks, and trees of similar species are needed. The sidewalks should also be widened where possible to encourage pedestrians.

HORACE MANN COMMUNITY DESIGN GUIDELINES

Students and faculty of San José State University's planning department conducted a series of activities designed to document, classify, and analyze the perceived problems and opportunities in the Horace Mann community.

These activities were critical in helping the planning team gain a more thorough understanding of the physical elements that shape the community, especially in terms of its streets, buildings, and parks and open spaces.

Based on the results of these activities, the planning team created a set of urban design guidelines that contain specific strategies for improving the visual quality and identity of the community.

Neighborhood residents and schoolchildren worked closely with the planning team to identify the major issues, concerns, and opportunities within the Horace Mann community. Two major projects in which they participated include:

- **A Photographic Survey** of what they like and dislike in the public spaces of their community.

Elementary students from Horace Mann Academy and adult residents took approximately 1,000 pictures of their neighborhood's streets; residential, commercial and public buildings; and open spaces. These photographs were then incorporated into a 12' X 8' photographic collage of the community. (for survey forms see Appendix D, Horace Mann Photographic Survey)

- **A Collaborative Design (Co-Design) Workshop** in which adult residents and schoolchildren discussed ways to improve the streetscape, buildings, and open spaces in their community (Figure 22).

From these activities, the following constraints and opportunities were identified by community members:

Constraints

- Dilapidated older homes, abandoned homes, run down modern apartment buildings
- Poor or absent landscaping
- The blighted and underutilized Pacific Bell site on 6th and St. James Streets.

- Lack of parks and open spaces
- Pervasive litter and graffiti
- Abandoned shopping carts
- Poorly maintained bus stops

Opportunities

- Rehabilitated older homes
- Well-kept neighborhood-serving businesses close to home
- Horace Mann Elementary School and Playground
- Churches
- Vacant parcels

Community Design Guidelines

Responding to the above issues as well as additional research carried out by planning students, the planning team prepared urban design guidelines to specifically address three areas of the Horace Mann community: Buildings, Parks and Playgrounds, and Streetscape.

The guidelines include objectives, recommendations and opportunities for specific site improvements (Figure 23).



Figure 22: Horace Mann Community Design Workshop



Figure 23: Elements of the Proposed Horace Mann Community Design Framework

Buildings

The North Campus Area faces many of the problems common to older urban neighborhoods. With little investment over the years, older residential and commercial buildings are often in poor condition and structurally unsafe.

Parking is severely constrained, and landscaping is often sacrificed to accommodate additional spaces.

To meet these and other challenges, the following design guidelines are recommended for new or rehabilitated residential buildings.

Objectives

- Improve the overall image of the neighborhood, in accordance with neighborhood preferences.
- Preserve the unique features respected by the community
- Set design standards for new and rehabilitated housing.

Building Design Guidelines

Site Design

- Site design refers to how buildings, parking spaces, circulation routes, landscaping, and open spaces are arranged on a particular site.
- New development should complement and fit within its surroundings through a smooth transition between building.

This may be achieved through consistent setbacks, gradual changes in building bulk and heights, and consistent landscaping.

Setbacks

- Building placement should follow the established setback of adjacent buildings.
- Wherever possible, minimize front setbacks and bring buildings closer to the street.

Parking

- Encourage underground or tucked-under parking facilities for new large-scale development.
- Place garages and parking in the rear or sides of buildings, not within the front setbacks.
- No more than half of the setback areas of single family homes should be paved for driveways.
- Discourage long term storage of recreational vehicles or boats in front setbacks of residential buildings.

Landscaping

- Landscaping should be incorporated in all new developments and major rehabilitation projects.
- Avoid the use of concrete, colored rock, or gravel in the place of live landscaping.
- Choose a variety of plants with different textures and colors, including native and drought-tolerant plants.
- Incorporate the design and location of fences when preparing landscape plans.
- Place landscaping with thorns or prickly leaves (i.e. roses,

California Holly) under ground floor windows to promote security.

- Landscape all areas not covered by structures, driveways or walkways.

Fences and Walls

- Consider fencing in front yards to help create safe play areas for children
- Avoid chain link fences in residential areas.
- Avoid blank walls and deter graffiti in residential and commercial areas through murals, landscaping, climbing plants, and trellises.
- Picket, post or rail fences discourage graffiti.

Existing Buildings – Characteristics and Recommendations

In order to understand the characteristics of buildings in the Horace Mann neighborhood, existing structures were classified based on their common features. Figure 24 shows a typical building under each category, and describes its characteristics according to their roofline, massing, openings, ornamentation and materials.

Four basic types of buildings were identified throughout the neighborhood (A, B, C, D), and two variations of the main types (A1 and C1).

Type A buildings include many of the turn of the century homes with complex massing, fenestration patterns, ornamentation and materials. They tend to be tall (2-stories, usually) and narrow, have a varied roofline, with gabled and steep roofs.

Type A-1 buildings present similar characteristics to type A, with a few variations, including flat roofs, a

symmetrical facade composition, and a less intricate overall volume.

Type B buildings are usually one story, and their massing tends to present a horizontal effect. Their roof is often gabled. This type of building includes many of the California Bungalows and Craftsman style homes in the neighborhood.

Type C buildings are significantly less detailed and intricate than types A, A1 and B as described above. They are best represented by the multi-family structures typically built in the 1960s and 1970s. Their external volumes tend to be flat, with no depth and detailing. Their front facades are usually solid, with very few openings towards the street.

Type C-1 buildings share many features in common with Type C. However, type C1 buildings tend to be more ornamented and face the street rather than the side of the lots.

Type D encompasses all the special buildings in the neighborhood. It typically includes public structures, such as churches, community centers, schools and other institutions in the neighborhood.

These buildings have the potential of becoming centerpieces, both in terms of their visual predominance as well as the vital services they provide to the community.

Recommendations

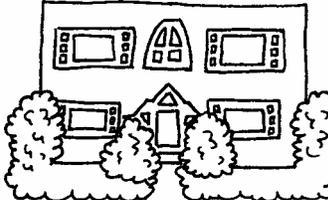
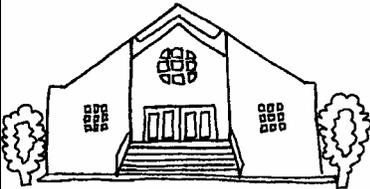
Specific recommendations for improving the existing building in the neighborhood are presented in Figure 24, to the far right of the table. These recommendations correspond to each building type identified above.

These recommendations are meant to promote a better “fit” between these very diverse structures, as well as to enrich the perceptual appeal of the residential streets throughout the neighborhood.

Figure 24. Building Types

Existing	Type	Roofline	Massing	Openings
	A	<ul style="list-style-type: none"> Gabled Steep 	<ul style="list-style-type: none"> Complex Layered 3 dimensional facades, Protruding windows and walls, 2 stories Tall and narrow 	<ul style="list-style-type: none"> Street orientation Font porches Wooden stairs to entrance Many windows in different shapes and sizes, dormers Bay and wood framed windows Rear garages
	(A1)	<ul style="list-style-type: none"> Flat 	<ul style="list-style-type: none"> Less complex, flatter facades 2 stories Some protruding walls and windows Very tall and narrow 	<ul style="list-style-type: none"> Same as A, with the following differences: More symmetrical than A Fewer front porches
	B	<ul style="list-style-type: none"> Gabled Steep Moderate slope 	<ul style="list-style-type: none"> Complex layered 3 -dimensional facades Protruding walls and windows Horizontal effect, Generally one-story 	<ul style="list-style-type: none"> Same as A
	C	<ul style="list-style-type: none"> Flat 	<ul style="list-style-type: none"> Flat facades No depth Box look 	<ul style="list-style-type: none"> Orientation to the side of building Side staircases Flat and identical windows Few openings towards the street Symmetrical front or side parking.
	(C1)	<ul style="list-style-type: none"> Flat 	<ul style="list-style-type: none"> Flat facades, Little depth Large volume 	<ul style="list-style-type: none"> Street orientation Front entrances Varied window shapes Symmetrical Rear parking
	D (Special Buildings)	<ul style="list-style-type: none"> Mixed 	<ul style="list-style-type: none"> Mixed 	<ul style="list-style-type: none"> Street orientation, usually Front entrances Mix of window types and sizes Rear and front Parking

and Design Guidelines

Ornamentation	Materials	Design Recommendations	Preferred
<ul style="list-style-type: none"> Rich and varied articulation Intricate Complex 	<ul style="list-style-type: none"> Horizontal wood shingles, Some tiles Multiple colors 	<ul style="list-style-type: none"> Encourage structural and surface rehabilitation Improve landscaping 	
<ul style="list-style-type: none"> Same as A 	<ul style="list-style-type: none"> Same as A 	<ul style="list-style-type: none"> Same as A 	
<ul style="list-style-type: none"> Same as A 	<ul style="list-style-type: none"> Same as A 	<ul style="list-style-type: none"> Same as A 	
<ul style="list-style-type: none"> Stucco, Mono-colored 	<ul style="list-style-type: none"> Stucco Mono-colored 	<ul style="list-style-type: none"> Minimize blank walls, Improve street presence, maintenance and landscaping Add shutters, awnings, trellises, light fixtures, new paint, planter boxes, landscaping, gabled roof 	
<ul style="list-style-type: none"> More than C 	<ul style="list-style-type: none"> Stucco Usually dual-colored Some tiles 	<ul style="list-style-type: none"> Same as C (except no gabled roof) 	
<ul style="list-style-type: none"> Mixed Generally less articulation 	<ul style="list-style-type: none"> Mixed 	<ul style="list-style-type: none"> Encourage compatibility with neighboring buildings Keep clean and well-maintained Improve landscaping Discourage blank walls 	

Parks and Playgrounds

The Horace Mann community has a severe shortage of parks and public open spaces that can be used for recreation. Currently, its only resources are the Horace Mann Academy and St. Patrick Parochial School playgrounds, which are closed after school and on weekends; and Roosevelt Park, which is over a mile away.

The following guidelines are meant to guide the development of new or expanded open space opportunities for neighborhood residents:

Objectives

- Identify opportunities to create dual-use playgrounds and convert vacant lots into parks.
- Open spaces should be designed to maximize public safety.
- Parks and playgrounds should offer activities for a diverse range of users.
- Remember that small neighborhood parks are most frequented by residents within a four-block radius.

Guidelines for the Design of Parks and Playgrounds

Safety

- Place children's play areas away from traffic.
- Plant trees and landscaping along the perimeter of parks to create a boundary and noise buffer against traffic.
- Children's play areas should be filled with sand to minimize injury from falls.
- Improve informal surveillance of parks through adjacent buildings featuring windows, clear sight-lines, and entries that open up to the park.
- Provide seating near the playground areas so parents and guardians can monitor the children while at play.

Accessibility

- Provide multiple entries and exits to avoid the possibility of being "trapped".
- Design entries and walkways to maximize pedestrian movement through the open space
- Allow for shortcuts, through-block access, and corner cutting.

Diversity

- Parks should provide multiple uses and appeal to a wide range of users, such as playgrounds for children, basketball courts for teenagers, picnic tables for families, and comfortable seats and chess tables for adults and seniors.
- Seating areas should be designed to accommodate groups of various sizes
- Design informal, secondary seating areas for children and other users

Other Features

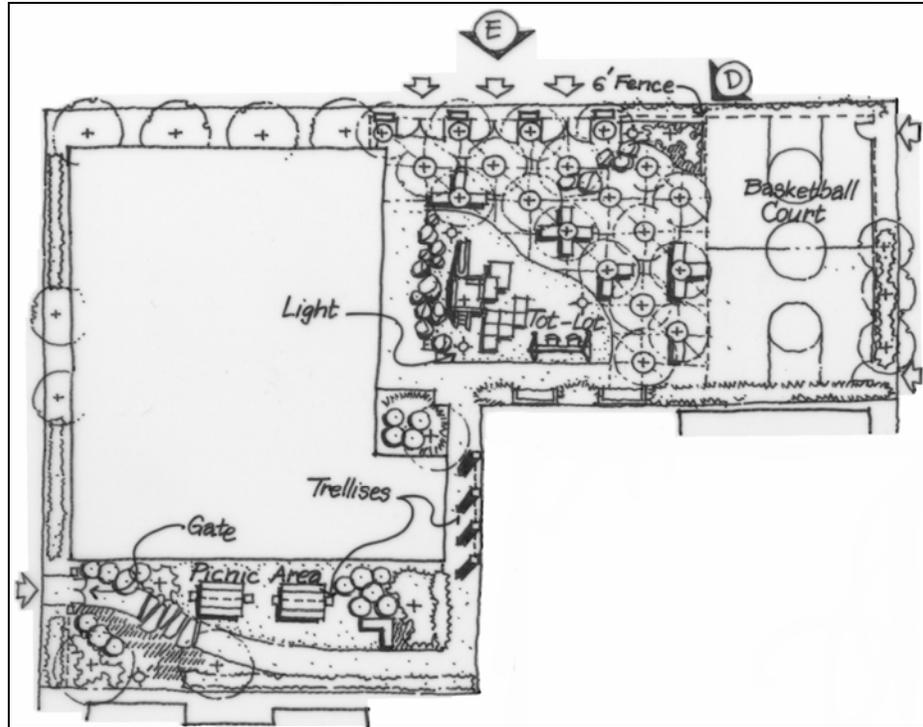
- Enclose parks with fences lined with hedges, flowers, and other low plants to soften their appearance and deter graffiti.
- Encourage community murals as a way to instill neighborhood pride, promote public art, and deter graffiti.
- Provide seating and benches that discourage people from sleeping on them

Specific Site Planning Opportunities for Parks and Playgrounds

The following suggestions are based on ideas generated during the neighborhood co-design workshop. They apply to specific sites in the community, as illustrated in the following section.

Urban Plaza

The proposed Civic Center on 4th and Santa Clara Streets will create a pedestrian mall between San José State University and the Horace Mann neighborhood. Strong pedestrian linkages between the mall and the community are strongly encouraged.



Community Center

The vacant Pacific Bell lot on 6th and St. James Streets is a potential site for a community center.

The center should provide facilities for a range of users and uses, such as a playground, basketball court, and adequate seating areas.

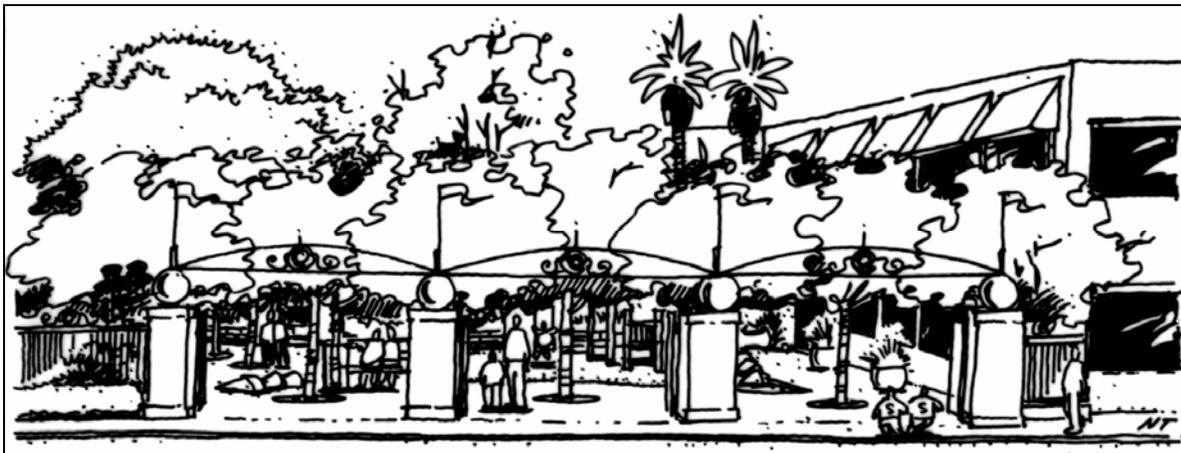


Figure 25: Community Center

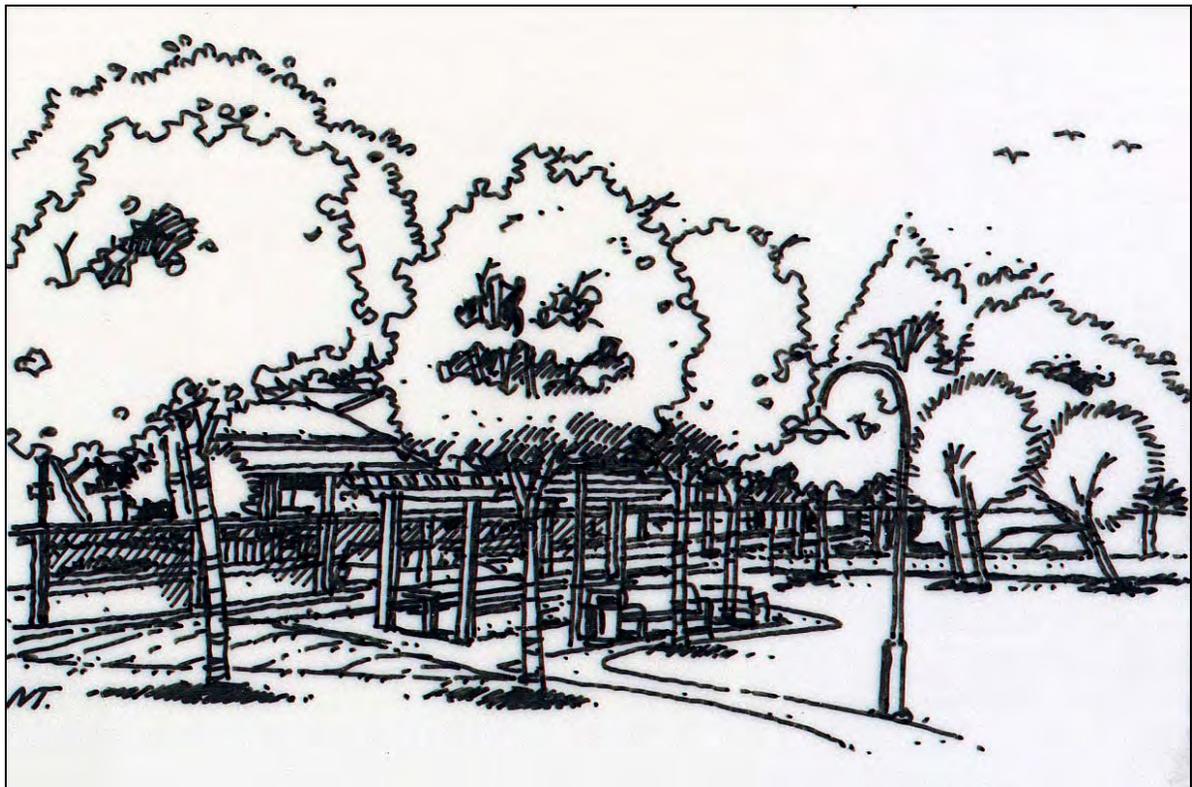
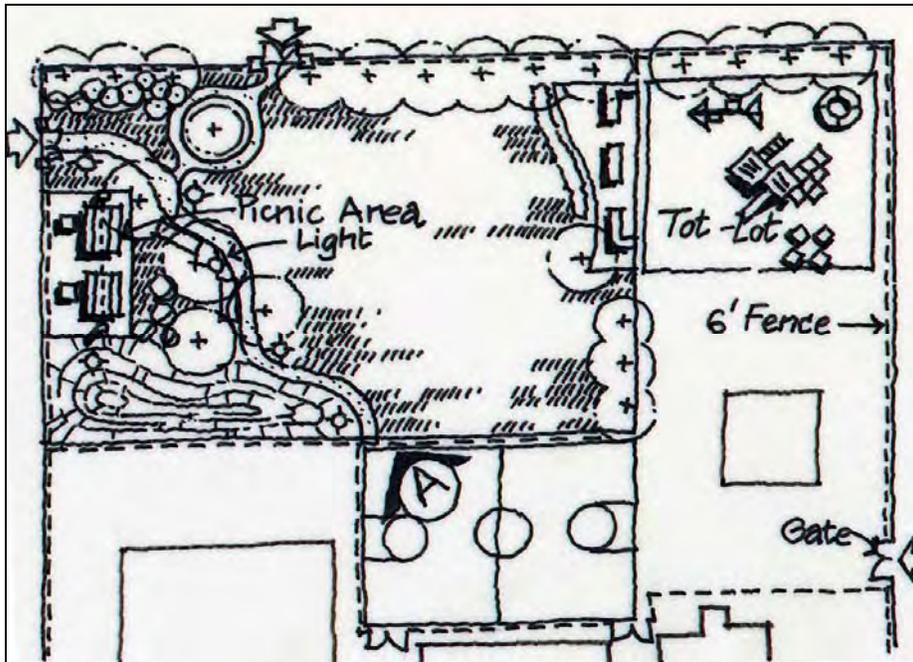


Figure 26: Horace Mann Academy: Dual-Use Playground

Dual-use Playgrounds: Horace Mann Academy and St. Patrick Parochial School

The playgrounds at Horace Mann and St. Patrick schools can be used by students during school hours, and by neighborhood children after school as well as on weekends and holidays.

After school, the gates should be open until sunset, and on weekends and holidays the parks should be accessible from sunrise to sunset.

Figures 26 and 27 illustrate how to develop these sites into viable neighborhood playgrounds.

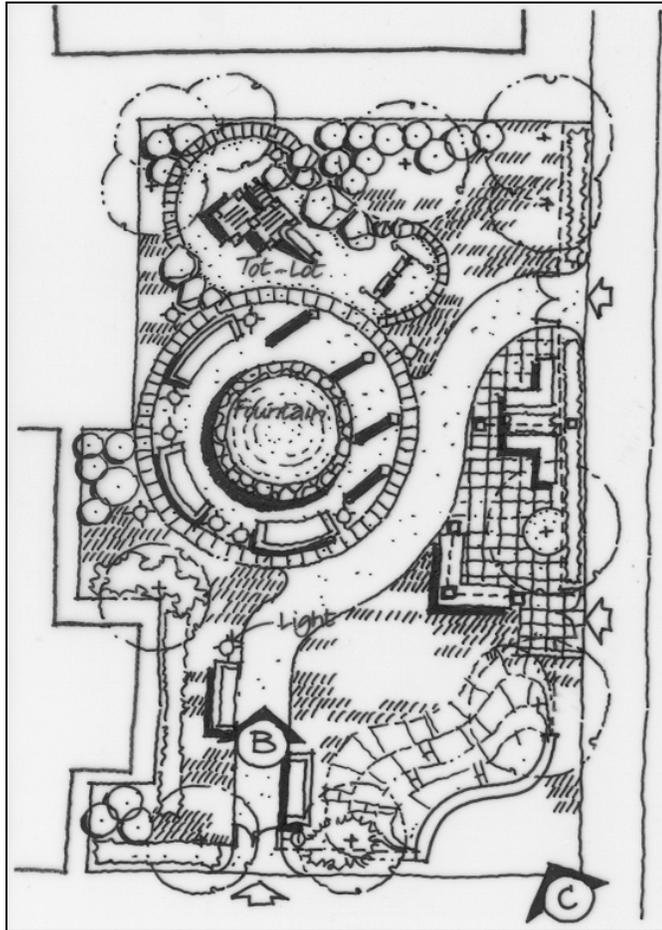


Figure 27: St. Patrick Parochial School: Dual-Use Playground

Corner Mini-park

Mini-parks usually occupy one to four house lots.

An opportunity for a mini-park exists in a vacant lot at the corner of Julian and 4th Streets.

Mini-parks usually include plants and trees, seating areas, a playground, areas for group games, and distinctive features such as a mural, plaque or important name.

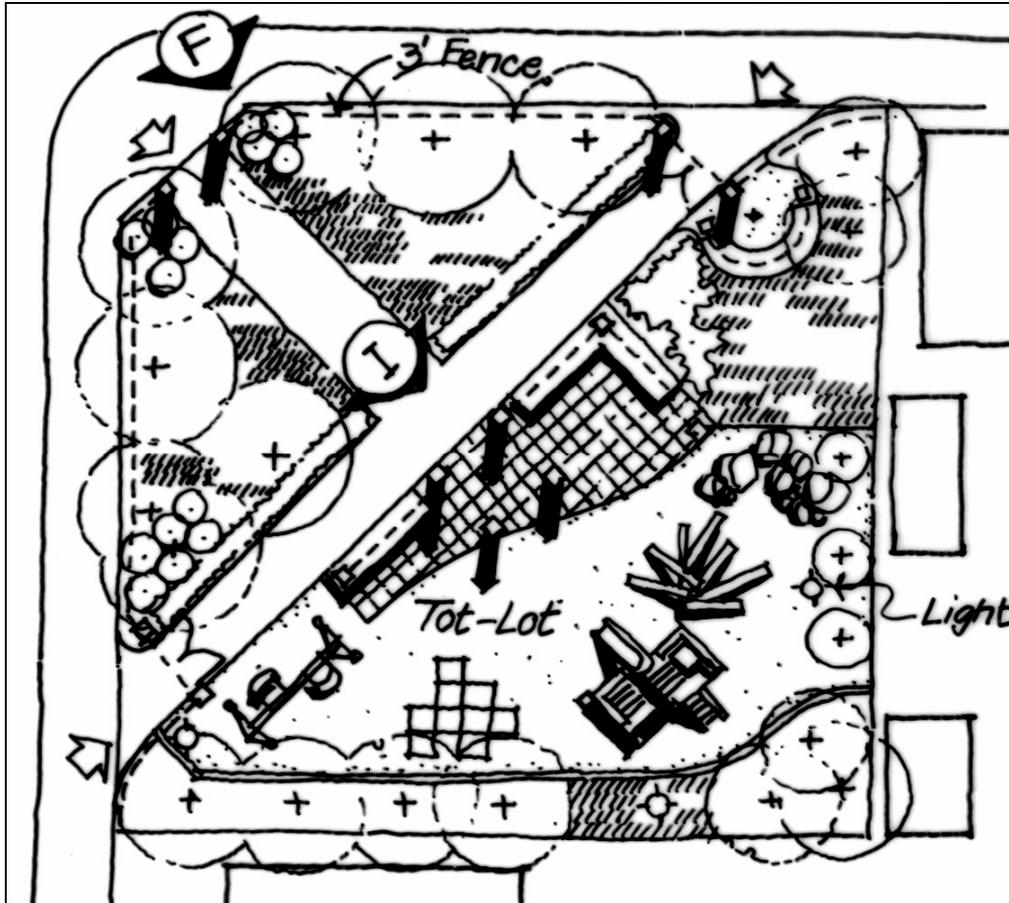


Figure 28: Corner Mini-Park: Julian & 4th St.

Alley

The alley on 9th Street between Julian and St. James Streets is a potential site for a linear park or walkway through the neighborhood.

Design improvements should include speed bumps to slow traffic, visible street signs with rules, landscaping if possible, and textured paving that safely accommodates skateboarders, rollerbladers, pedestrians and bicyclists.

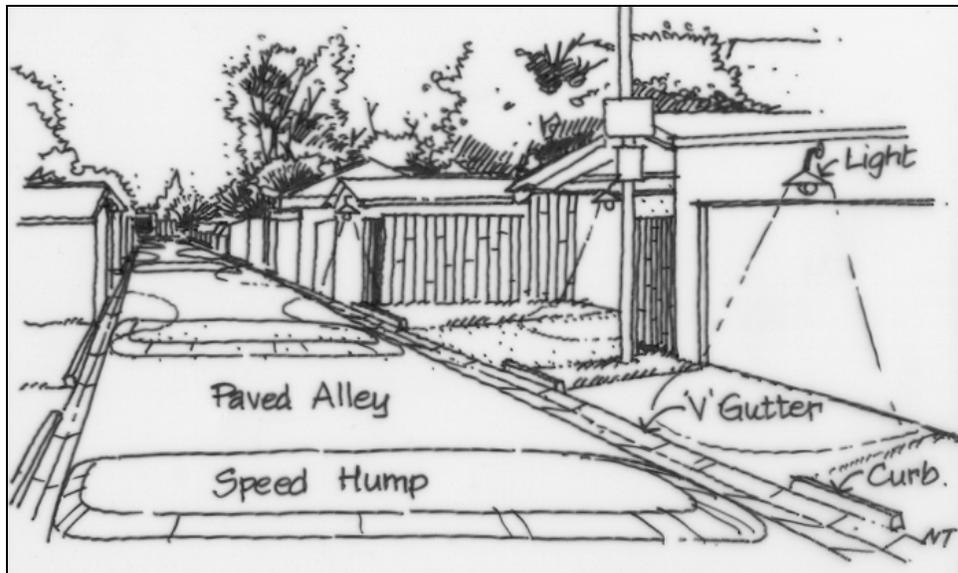
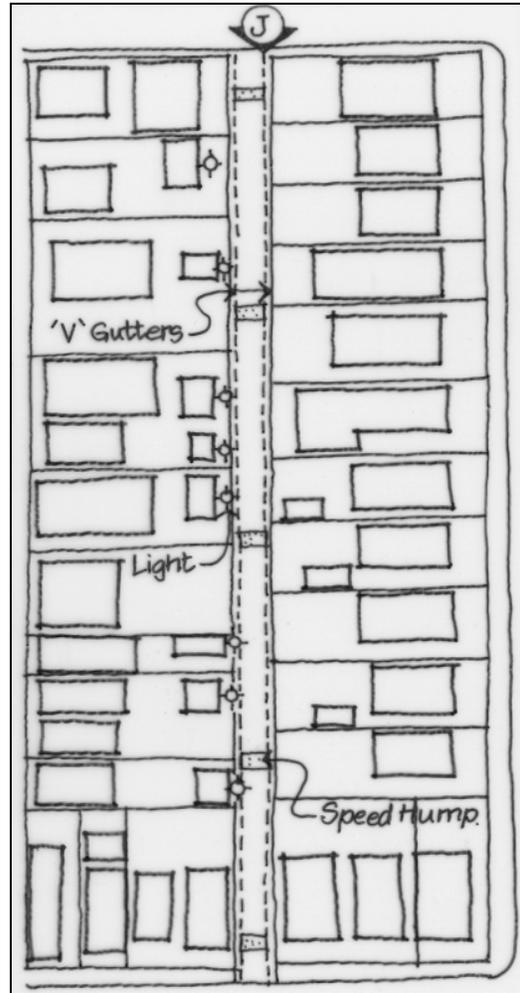


Figure 29: Alley - 9th Street

Streetscape

The residents of Horace Mann strongly disapprove of the graffiti, litter, and vandalism found along the streets, parks, bus stops, and street furniture (lamps, trash cans, benches, signs, etc.) throughout their neighborhood.

Safety was also a major concern for residents. Many homeless people with mental and substance abuse problems wander the streets, and pay phones are often used for drug dealing.

Fast, heavy traffic also plagues the neighborhood, especially along St. James, Julian, East Santa Clara, and San Fernando Streets. Many intersections lack stoplights and are extremely dangerous to cross, especially for schoolchildren and the elderly.

Street trees are not consistent throughout the neighborhood, and vary by type, level of maintenance, and frequency of plantings.

Objectives

- Improve connections to and between local institutions and services, including the Horace Mann Academy, United

Methodist Church, St. Patrick School, Lucky's supermarket, San José State University, San José Medical Center, and the proposed Civic Center.

- Improve connections to nearby open space, including St. James Park, Roosevelt Park, Horace Mann Academy, San José State University campus, Coyote Creek and, in the near future, the proposed Civic Center Plaza.
- Improve and encourage pedestrian activity and safety through streetscape improvements.
- Encourage alternative means of transportation, especially bicycle and mass transit.

Design Guidelines for Streetscape

E-W Santa Clara Street - Commercial Axis

- Street trees, front building entrances, and on-street parking are encouraged.
- Commercial buildings should be placed up to the front setback to create a pedestrian friendly retail presence along the corridor.
- Avoid blank walls and deter graffiti by planting vegetation along the wall or organizing a community mural.

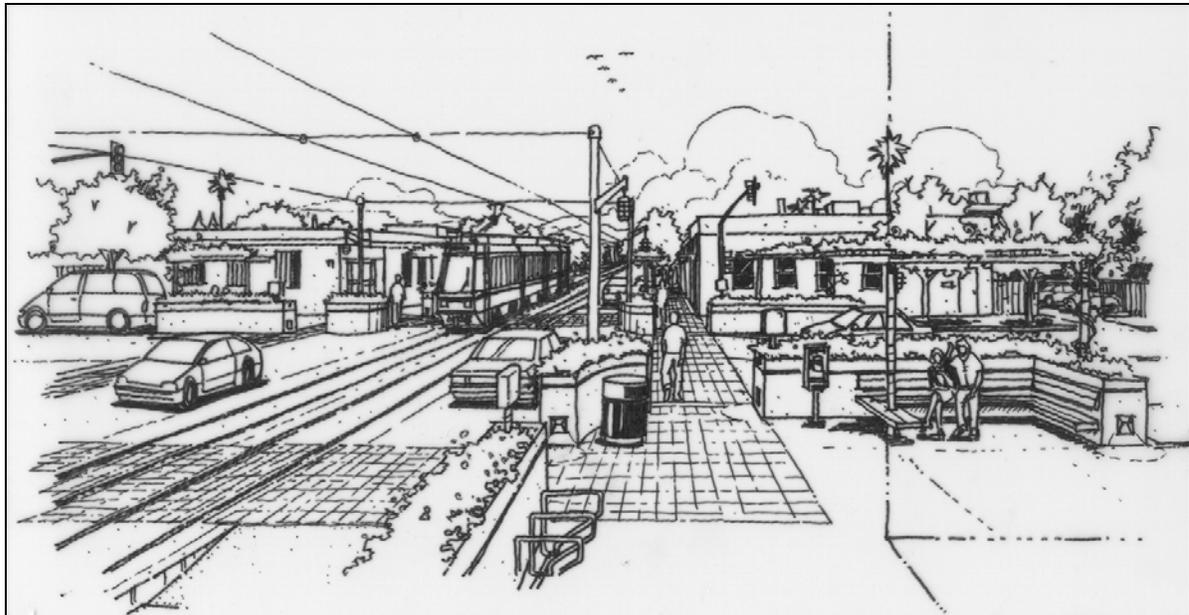


Figure 30: E-W Santa Clara Street - Commercial Axis

Intensification Node Intersections

The intensification node intersections are focal points of pedestrian activity and a place for the community to gather. Traffic must be “calmed” in these nodes to maximize safety and decrease noise levels through the following methods:

- Utilize slightly raised brick pavement at key intersections to alert drivers to slow down.
- “Neck down” and narrow intersections by extending the sidewalks at crosswalks into the street a several feet. A tree and benches should be located within each neck.
- Use a unique pavement pattern within and leading to intensification node intersections.

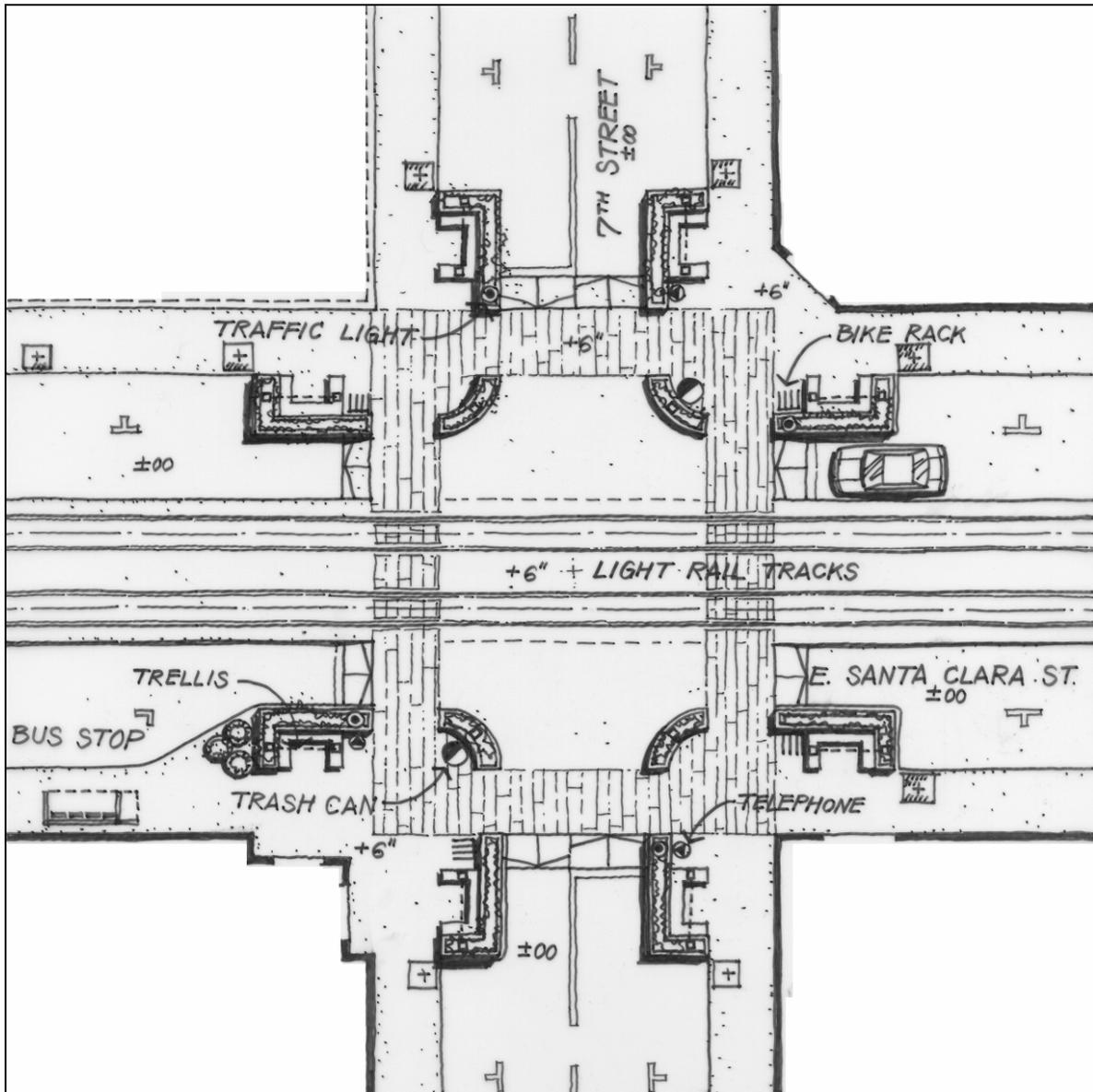


Figure 31: Intensification Node Intersection

N-S 5th Street Monumental Axis

- The streetscape along 5th Street should support its heritage as a monumental axis and strengthen its role as a major connector between the Jackson-Taylor district to the north, San José State University to the south, and through the proposed Civic Center site.
- Large canopy trees should be planted along the edges and median strip to frame the street (see Figure 34 for recommended trees and plants).
- Banners, and other vertical elements along the edges or median, should highlight significant features of the area or announce open space connections.
- The street should easily accommodate cyclists and pedestrians.
- For recommendations on various types of street furniture according to their specific usage and the preferred locations in the neighborhood, refer to Figure 35, Street Furniture.

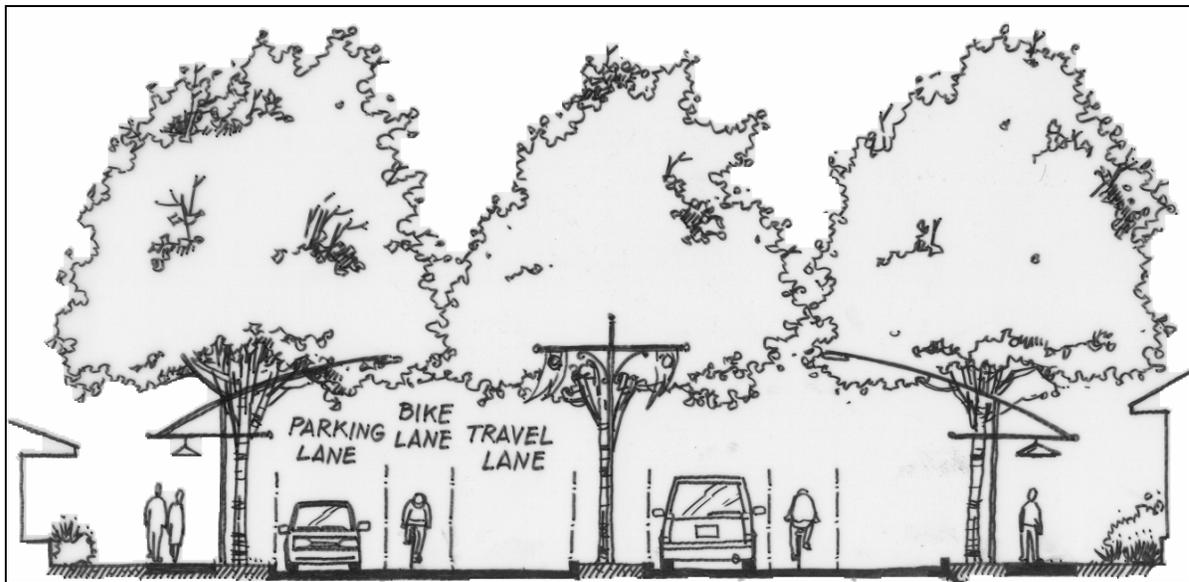


Figure 32: Monumental Axis - 5th Street

Neighborhood Streets

- Consistently maintain street trees and sidewalk safety on neighborhood streets.
- Encourage traffic calming devices such as stop signs, speed bumps, and raised and colored sidewalks.
- Street lights should be placed at the pedestrian level rather than, or in addition to, those high above
- Create a point of interest in the middle of the block with accent trees (see Figure 35, Recommended Trees and Plants), and places to sit.



Figure 33: Neighborhood Street

Figure 34. Street Furniture								
Type of Furniture	Recommended Features	Landscape Effect						Proposed Location
		Litter Prevention	Neighborhood Connection	Neighborhood Aesthetic	Pedestrian Use	Recreation	Safety	
Banner	Adjustable & removable							5 th , 7th and 10th Streets / St. James, St. John, Santa Clara, San Fernando, by Gateways.
Bench	Grounded , Wood & Metal							Open space, wrapped around tree every two blocks, on main avenues: such as 5 th and 7th Streets
Bicycle Lane	Painted as side lanes							San Fernando, 5th Street, 7th Street
Bike rack	Grounded metallic tubes							Along San Fernando Street
Bus shelter	Transparent walls/flip seats							Lucky's store on Santa Clara Street
Crosswalk	Painted on the roadway							At intersections with a stop sign
Dumpster	Fenced, color matches bldg.							Near commercial area such as Lucky's
Table/seats	Grounded, wood & metal							Picnic area in Mini Park, Horace Mann Academy and St. Patrick playgrounds
Public phone	Coin operated booths							Full visibility from street and traffic. Avoid side alleys and dark corners.
Speed bump	Raised brick pavement							At key intersections: Santa Clara and 4th, 5th, 7th, 10th Streets
Street lamp	Low intensity, facing curbs							Throughout neighborhood, at every intersection
Trash can	Side door for trash removal							Along East Santa Clara Street, throughout the North campus area.
Water fountain	Water hose/ French drain							Open space: Mini-Park, Horace Mann Academy and St. Patrick playgrounds

Figure 35. Recommended Trees and Plants											
Botanical Name Common Name	Ever./Dec.	Form	Height Spread	Landscape Use							
				Accent	Avenue	Border	Espalier	Hedge	Division	Shade	Street
TREES AND SHRUBS											
<i>Callistemon citrinus</i> Bottle Brush Shrub	Evergreen	Varia. Shrub	10-25' 8-15'								
<i>Ceratonia siliqua</i> Carob Tree	Evergreen	Dome Tree	20-45' 20-60'								
<i>Cotoneaster lacteus</i> Red Cotoneaster	Evergreen	Arching Shrub	10-15' 10-15'								
<i>Hebe divaricata</i> Menzies Hebe	Evergreen	Dome Shrub	To 5' To 5'								
<i>Lagerstroemia indica</i> Crape Myrtle	Deciduous	Dome Tree	6-30' 6-30'								
<i>Liriodendron tulipifera</i> Tulip Tree	Deciduous	Conical Tree	50-80' 25-40'								
<i>Nandina domestica</i> Heavenly Bamboo	Evergreen	Obovoid Shrub	To 8' 4-8'								
<i>Pistacia chinensis</i> Chinese Pistache	Deciduous	Dome Tree	30-60' 30-60'								
<i>Pittosporum tobira</i> Japanese Pittosporum	Evergreen	Mound Shrub	5-7' 5-7'								
<i>Platanus Xacerifolia</i> London Plane Tree	Deciduous	Arching Vase	40-80' 30-40'								
<i>Pyracantha coccinea</i> Firethorn	Evergreen	Irregul Shrub	8-12' 8-12'								
<i>Rhus lancea</i> African Sumac	Evergreen	Arching Tree	To 25' 15-20'								
<i>Washingtonia robusta</i> Mexican Fan Palm	Evergreen	Palm Tree	50-100' 5-10'								
VINES											
<i>Ficus pumila</i> Creeping Fig	Evergreen	Vine	60-80' 60-80'								
GROUND COVERS											
<i>Rosemarisus officinalis</i> Rosemary	Evergreen	Ground Cover	3-6' 3-12'								
<i>Trachelospermum jasminoides</i> Star Jasmine	Evergreen	Mat	10-15' 10-15'								

PART III

SUMMARY AND CONCLUSIONS

This section presents a summary of the information and proposals documented earlier in this report (Part I – Existing Conditions and Part II – Specific Area Plan Proposals). It outlines the most significant characteristics of the North Campus study area, as well as preliminary proposals for improving the quality of its physical environment.

The issues addressed in this report concentrate primarily on the neighborhood's physical environment. The planning team is aware of the many other aspects of life in the neighborhood that need to be addressed simultaneously in order to implement effective change. These issues include, among many others, the expansion of job opportunities, the creation and preservation of affordable housing and means to enhance and empower community-based groups.

This report is intended to serve as a base from which to reach out towards all those other aspects of the community.

SUMMARY AND CONCLUSIONS

The North Campus Area is rich and diverse in terms of its population and physical environment. At the same time, it faces formidable challenges. The sub-sections following summarize the findings derived from the research of existing conditions in the neighborhood.

Demographics

The population in the area is diverse in terms of its racial and ethnic composition, educational and income levels. These factors combine to have a significant effect on the stability of the neighborhood.

Very few residents in the area have a bachelor's degree, and even fewer have attained a graduate degree. As a result, many residents are unskilled or nonprofessional workers who either receive low wages or are unemployed. This problem is complicated by the fact that one-fourth of the residents are foreign born, recent arrivals, who have trouble finding good-paying jobs.

Almost one-third of the households in the area live below the poverty level and rent their homes. Only one-fifth of the units in the area are owner occupied. Moreover, the median home value is too high for most residents living in the area to buy the units they occupy.

In addition, with a yearly turnover rate of nearly one-third of the residents, and very low home ownership rates, the population in the neighborhood is in a constant state of flux.

Land Use

The North Campus Area is primarily a residential area, with a wide base of single family units, and multi-family units that have been either adapted or built for this purpose. Group homes are present in high concentrations in this area. Office and retail uses are located primarily along the East Santa Clara Street commercial district, as well as scattered on corners throughout the residential blocks in the neighborhood.

Public facilities and services also play a significant role in the area, given its proximity to the city's Downtown Core and to major institutions such as San José State University.

Building Conditions

The vast majority of commercial buildings in the area overall are in good condition, and in contrast to the adjacent high-rise downtown district, most of the buildings in the area are one story.

The residential area to the north of East Santa Clara Street is largely single-family in character, but it also contains a heterogeneous mix of building types. There are a significant number of residential properties with building and/or site deficiencies. The utilitarian design of many apartment buildings in the area, with little aesthetic detailing or landscaping, starkly contrasts with the articulation and detailing found in the older homes in the area.

On the other hand, the neighborhood to the south of East Santa Clara Street, Naglee Park, is characterized by well-kept single family homes, neat lawns, clean streets, and abundant trees.

Plans

Looking at the San José General Plan designations and the area plans for the North Campus area, it is clear that the intent is to concentrate commercial uses in the Downtown Core area and provide high-density housing near downtown. Housing density is planned to decrease gradually moving away from downtown. The majority of properties in the North Campus Area are already developed, and revitalization efforts should be directed towards the reuse of properties in order to provide more housing, mixed use, and adequate commercial facilities.

Schools, Parks and Open Space

There is a critical shortage of outdoor recreation opportunities for the residents of the North Campus Area, and the conversion of vacant parcels to park and playground development should be a planning priority.

Opportunities to improve existing parks such as Saint James, as well as to make open space along Coyote Creek accessible for recreation, should be seriously considered.

Given the restricted amount of open and recreational space in this neighborhood, schools such as Horace Mann Academy and Saint Patrick School are just as important for their educational services as they are for their playgrounds, making them focal points of the neighborhood.

In addition, street landscaping, as a means to add greenery to the area should be encouraged not only in residential portions of the neighborhood, but along commercial corridors as well.

Housing

The area has a higher rate of renter-occupied housing units (seventy-nine percent) compared to the entire city (thirty-eight percent). Much of the housing stock is old and dilapidated, and the new housing construction within the vicinity is targeted mostly to buyers with significantly higher incomes than the current residents of the area.

Housing costs in San José are among the highest in the country. The housing market continues to be very limited, especially for affordable units, as rental rates have risen and vacancy rates approach zero percent.

While the cost of a home in the North Campus Area is substantially less than in the city as a whole, it is out of reach for the vast majority of current residents. With a majority of the population in the North Campus Area making well below the median income, home ownership is indeed a challenge in this neighborhood.

There are a number of city sponsored programs designed to assist low-income residents to buy a house, or for owners to rehabilitate and maintain their property.

Code violations, illegal group homes, unrecognized historic structures and lack of awareness of city-sponsored housing programs aggravate the problems relating to the housing stock in the neighborhood.

The main challenge in improving the living conditions of residents in the area lies in finding a balance between the quality and affordability of the housing stock. Residents of the area need, first and foremost, a stable supply of affordable housing units, that ensures a healthy and safe living environment.

Public Works

The North Campus Area is located at the hub of the transit network for the city of San José.

It is fairly well connected by automobile or public transportation modes to most major employment and service centers in the region.

A significant segment of the residents depends on public transit and easy access to the commercial and public facilities surrounding the area. Easy access should include not only bus and train, but also pedestrian and bicycle modes of transportation.

Improvements to public transit along Santa Clara Street could enhance the accessibility of the study neighborhood to much of San José area.

Specific Area Plan Proposals

In addition to the general presentation of the North Campus Area, two specific sub-areas were studied in detail: the East Santa Clara Street Neighborhood Business District, and the Horace Mann neighborhood. The following sub-section briefly presents the assessment and recommendations for these two special areas.

East Santa Clara Street Neighborhood Business District

The East Santa Clara Street Neighborhood Business District provides goods and services to local residents as well as to customers from all parts of the city.

Problems and Issues

- The instability, poverty, and blight of the neighborhoods surrounding this commercial district affect its viability.
- Many of the businesses along East Santa Clara Street do not serve the needs of the adjacent neighborhoods.
- Parking constraints have a negative effect on some businesses.
- The high volume and speed of traffic along East Santa Clara Street discourages pedestrian use.
- There is a lack of coherent urban design and landscaping along the corridor.

- The area suffers from the effects of crime and homelessness along the street.

Recommendations

The recommendations for the East Santa Clara Street Neighborhood Business District presented in this report are intended to fulfill the following goals:

- Make East Santa Clara Street more pedestrian friendly
- Provide adequate parking for business use
- Encourage and support businesses that serve the neighborhood
- Increase the stability and liveliness of the surrounding neighborhood
- Reduce crime and uncivil behavior
- Anticipate and accommodate changes caused by the proposed new Civic Center

Recommendations are further detailed for the following sub-areas along the district:

Civic Center Area, between Fourth and Sixth Streets. This area should ideally be a catalyst for neighborhood and business development. The main objective for this area is to ensure that the new Civic Center is compatible with the East Santa Clara Neighborhood Business District and the North Campus area.

Intensification Node, between Sixth and Eleventh Streets. At present, the area is dominated by heavy traffic, discouraging pedestrian use. Therefore, the business district should be better connected to the surrounding neighborhoods, with urban design interventions emphasizing pedestrian access.

The Hospital Node, between Eleventh Street and Coyote Creek. The types of businesses along this section should be diversified in order to serve the residential areas of the Naglee Park Neighborhood and the residential area to the North of East Santa Clara Street.

Horace Mann Community Design Guidelines

The following section summarizes the design recommendations derived from collaborative work with the community.

These design recommendations represent an overall framework intended to unite the individual elements that make this community unique. The individual elements that comprise the framework are further detailed as guidelines for the development of buildings, parks and playgrounds, and streetscape.

Building Design Guidelines

Design guidelines are intended to create a balance between the existing neighborhood character and new development. The objectives of the design guidelines for new and existing housing in the area are as follows:

- To improve the overall image of the neighborhood, in accordance with the residents' preferences
- To preserve the character of the community
- To set design standards for the construction of new as well as for the rehabilitation of existing housing

Parks and Playgrounds

In order to expand the opportunities for outdoor recreation in this community, the following objectives should be considered in the design of neighborhood parks and playgrounds:

- Careful consideration should be given to the alternative dual-use of existing school playgrounds and the conversion of vacant lots into parks in order to expand public access to open space and recreational facilities.
- Open spaces should be designed in such a way as to maximize public safety.
- Parks and playgrounds must offer opportunities to be used by people of all age groups and backgrounds.
- Small neighborhood parks are most often frequented by residents within a four-block radius. This should be considered when designating park locations.

Specific site planning opportunities for parks and playgrounds exist already in the neighborhood in the following locations:

- *Horace Mann Academy and Saint Patrick School* are potential sites for dual-use playgrounds: they can be open to the neighbors and the community after school hours.
- A *Community Center* could potentially be implemented in the vacant Pacific Bell lot at the corner of Saint James and Fifth Streets. It should contain facilities for all age groups.
- A *Corner Mini-Park*, could potentially be created in a vacant lot at the corner of Julian and Fourth Streets. Mini-parks usually occupy one to four lots.
- The *Alley* on Ninth Street between Julian and Saint James Streets is a potential site for a linear park.
- The proposed *Civic Center Plaza* will create the opportunity for a pedestrian mall between San José State University and the Horace Mann neighborhood. This urban space connection to the surrounding communities should be strengthened and remain open for public use at all times of the day and weekends.

Streetscape

The following objectives are intended to guide efforts to improve the streetscape in the neighborhood:

- Connections to and between the local institutions and services that offer vital support to the life of the neighborhood should be strengthened. These institutions include the Horace Mann Academy, the United Methodist Church, Saint Patrick School, Lucky's supermarket, San José State University, San José Medical Center, and the proposed Civic Center.
- Connections to nearby open spaces such as Saint James Park, Roosevelt Park, Horace Mann Academy, San José State University's grounds, Coyote Creek and the Civic Center Plaza, must be improved.
- Streetscape should encourage and support pedestrian activity and safety

-
- Alternative means of transportation should be encouraged through streetscape, especially bicycle lanes and mass transit.

Specific streetscape interventions are developed for the following key streets and intersections throughout the area:

- *Fifth Street Monumental Axis:* streetscape along this street should support its historical heritage and strengthen its role as a major North-South connector through the neighborhood.
- *East Santa Clara Street Commercial Axis:* streetscape along this linear district should enhance its commercial orientation while encouraging pedestrian activity. In addition, special *Intensification Nodes* along this corridor should be developed as focal points of pedestrian activity in the community and as places to meet.
- *Neighborhood Streets:* streets traversing the residential sections of the study area should receive a uniform treatment, including accent points in the middle of the block.

PART IV

APPENDICES

The following section includes a number of detailed technical materials and information about the North Campus Area gathered by the San José State University urban planning team. It includes results of surveys with the business and the residential community, and most importantly, the Community Resource Directory, a comprehensive list of resources and potential funding opportunities for community-based initiatives.

A. COMMUNITY RESOURCE DIRECTORY

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

Housing Issues

Housing Production

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

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

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

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

Housing Rehabilitation and Preservation

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

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

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

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

Assistance to Low and Moderate Income Homebuyers and Renters:

Mortgage Credit Certificate (MCC) Program: Under this program, moderate-income buyers can, for 10 years, receive a federal income tax credit for 15% of their mortgage expenses. This program is on a first come, first serve basis, with slots usually filling up within a month after they become available in early January. Telephone: (408) 277-4747

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

Telephone: (408) 277-4747

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

Telephone: (408) 277-4747

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

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

Telephone: (408) 277-4747

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

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

Paint Grants: The City of San José offers at Paint Grant Program in which the city will pay up to 80% of the cost of exterior painting of qualified single family homes and mobile homes. In order to qualify, the owner(s) must be occupants of the

house, and they must meet low-income eligibility requirements. For additional information and application call (408) 277-4747.

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

Telephone: (408) 277-5431.

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

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

Street and Traffic Concerns:

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

Sanitary Sewers: For sewer problems caused by the sewer main or in sewer lateral pipes within five feet of a property's sidewalk sewer crews will respond.

Telephone: (408) 277-4373 24 hours a day.

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

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

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

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

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

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

Code Enforcement

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

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

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

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

Early Setting Out of Yard Trimmings: Yard trimmings may be set out only 24 hours prior to pick up. The fine for the first time offense is \$25,

second time offense is \$50, and third time offense is \$75. If your neighbor has yard trimmings out more than 24 hours, it is important that you report them. Call (408) 277-4528 for more information.

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

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

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

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

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

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

Telephone: (408) 299-7300.

Houses and Properties in Disrepair: The City of San José is trying to curb neighborhood blight. If your neighbor's house is blighted, you can call (408) 277-4528 for help and information. Your neighbor will receive a warning and a \$250 violation charge if the problem is not fixed.

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

Telephone: (408) 277-4747

Crime Prevention

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

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

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

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

Telephone: (408) 277-2838.

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

Telephone: (408) 277-4237.

Neighborhood Programs:

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

Telephone (408) 277-4576

Community Improvement Program: The Community Improvement Program is a Citywide program that focuses on multi-family residential units. Initial inspections of the buildings are performed, and the owners are then notified and

required to make improvements within a specified amount of time.

Telephone: (408) 277-4528.

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

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

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

Telephone: (408) 277-4971.

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

Telephone: (408) 277-5208.

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

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

Telephone: (408) 277-5208.

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

Telephone (408) 321-2666

San José B.E.S.T. (Bringing Everyone's Strengths Together): B.E.S.T. is a managed program to

provide funding for a continuum of prevention, intervention and suppression programs targeted at youth exhibiting at-risk, high-risk and gang-involved behaviors. Agencies apply for funding through an annual Request for Qualifications process (RFQ).

Telephone: (408) 277-4693

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

Telephone: (408) 277-4461.

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

Telephone: (408) 277-5350.

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

Telephone: (408) 277-5337.

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

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

Corporate Sponsors:

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

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

Website: www.americanexpress.com/corp/philanthropy

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

Telephone: (408) 536-3993

Website: www.adobe.com/aboutadobe/philanthropy/main.html

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

Ben & Jerry's Foundation

30 Community Drive

South Burlington, Vermont 05403-6828

(802) 651-9600

Website:

www.benjerry.com/foundation/index.html#types

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

Telephone: (978) 493-6650

e-mail: contribution@digital.com

Website: www.digital.com/community/corporatecontributions.html

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

Website: www.dreyers.com

Fannie Mae Foundation, a private non-profit organization, supports local and national organizations to provide affordable housing and to improve the quality of life in communities. The Foundation offers *Home-Buying Fairs* to inform people about how they can buy a house, featuring speakers from mortgage lenders, real estate professionals, community housing groups, and credit experts to answer questions and inform the public on how to buy a house.

Telephone: 1-888-752-7170

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

Telephone: (202) 274-8078

Website: www.fanniemaefoundation.org/CommunityGrants/cmtty.pdf

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

William and Flora Hewlett Foundation
525 Middlefield Road, Suite 200
Menlo Park, CA 94025
Telephone: (650) 329-1070

Website: www.corp.hp.com/Publish/UG/

IBM sponsors grants for educational and community purposes.

Website: www.ibm.com/IBM/IBMGives/index.html

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

Website:

www.intel.com/intel/community/foundation/appro.html

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

The Pacific Bell Foundation
175 E. Houston, Suite 200
San Antonio, TX 78205
1-800-672-3930

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

The Prudential Foundation
751 Broad Street, 15th Floor
Newark, NJ 07102-3777

Website:

www.prudential.com/aboutpru/community/apczz/013

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

Community Development Grant Programs
Worldwide Corporate Affairs Department
Sun Microsystems, Inc
901 San Antonio Road MS: UPAL1-462
Palo Alto, CA 94303

Website:

www.sun.com/corporateoverview/corpaffairs/grants.html

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

Wells Fargo Foundation

455 Market Street, 0104-034
San Francisco, CA 94163
Telephone: (415) 975-5235
Fax: (415) 975-6260

Website: wellsfargo.com/cra/contrib/

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

The William Randolph Hearst Foundation
90 New Montgomery Street, Suite 1212
San Francisco, CA 94105-4504
Telephone: (415) 543-0400

B. EAST SANTA CLARA STREET MERCHANT SURVEY

COMPLETE PRIOR TO INTERVIEW

Surveyor: _____

Date: _____

Name of Business:

Block Number: _____

Land Use Code: _____

1. Physical condition of building:

- a) Good
- b) Fair
- c) Poor

2. Type of Signs:

3. Call back arrangements:

Time: _____

Date: _____

Person's Name: _____

INTERVIEW

(GET NAME AND PHONE NUMBER EVEN IF INTERVIEW ENDS EARLY - SEE LAST PAGE)

4. Status of Interviewee:
 - a) Owner of Business
 - b) Manager of Business
 - c) Employee
 - d) Other: _____

5. How do you describe your business?

6. How long have you (or the owner) owned this business?
 - a) Less than one year
 - b) One to two years
 - c) Three to five years
 - d) More than five years

7. How long has this business been at this location?
 - a) Less than one year
 - b) One to two years
 - c) Three to five years
 - d) More than five years

8. If less than one year, where was the business previously located?

9. Does your location on East Santa Clara Street?
 - a) Help your business
 - b) Does not affect business
 - c) Hurt your business

10. Tell me in more detail how your location affects your business:

11. Of your total business, what percent comes from each category below?

e) None of the above (specify) _____

f) Do not know

20. What is the general business trend that you have experienced over the past two years?

a) Improving

b) Declining

c) Stay about the same

21. What factors have contributed to this pattern?

22. Can you estimate the percent of increase or decrease in sales during the past year?

23. Are you aware of any improvements on East Santa Clara Street over the past ten years?

a) New street trees

b) New storefronts

c) Declining crime/drug sales (Project Crackdown)

d) New landscaping at Roosevelt Park

e) New sidewalks

24. Are you aware that a new Civic Center is proposed on East Santa Clara Street?

Yes

No

25. If yes, how do you think this will affect your business?

26. Which of the following items would be helpful to your business (can choose more than one)?

- a) Capital and operating loan programs
- b) Assistance with promotion/marketing
- c) Assistance with government regulations
- d) Physical improvement loans/grants
- e) More parking (How many spaces?) _____
- f) Other (specify): _____

27. Overall, are you optimistic about the future of your business on E. Santa Clara Street?

28. If yes, why? _____

29. What kinds of programs or projects, if any, would you like to see to help businesses on East Santa Clara Street?

30. Do you have any additional comments?

Name of Person Interviewed: _____

Phone Number (for follow-up questions): _____

C. BUILDING CONDITIONS SURVEY

Building Address: .
of Stories # Street Trees # Off Street Parking Spaces
Sidewalk Condition: Good Fair Poor Building Condition A B C Occupied Y N

If Residential

Number of Units: Condition of Landscaping: Good Fair Poor
Building Type: Victorian Craftsman Ranch Modern Other: .

If Commercial

Type of Use: .
Condition of Frontage: Good Fair Poor Interior Conditions: Good Fair Poor
Uses on Additional Floors . Occupied: Y N

Notes:

Building Address: .
of Stories # Street Trees # Off Street Parking Spaces
Sidewalk Condition: Good Fair Poor Building Condition A B C Occupied Y N

If Residential

Number of Units: Condition of Landscaping: Good Fair Poor
Building Type: Victorian Craftsman Ranch Modern Other: .

If Commercial

Type of Use: .
Condition of Frontage: Good Fair Poor Interior Conditions: Good Fair Poor
Uses on Additional Floors . Occupied: Y N

Notes:

D. HORACE MANN NEIGHBORHOOD

PHOTOGRAPHIC SURVEY

Dear Horace Mann resident,
 Please walk around your neighborhood, and take 27 photographs of the spaces, buildings and features you like the most and the least. Using the form below, please record the location of each photograph and briefly explain why you chose it. When you complete this exercise, please return the camera with the undeveloped film inside, and the survey form to Dayana Salazar (408 924-5854) no later than March 11th, 1998.

SURVEYOR'S NAME:		
Photo #	Location /Description	Comments: Why do I like or dislike this place/building/feature?
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		

14		
15		
16		
17		
18		
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21		
22		
23		
24		
25		
26		
27		

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

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