

COMMUNITY ENGAGEMENT MEETING #1

EAST SANTA CLARA MASTER PLAN SAN JOSE, CA

Gensler

HKIT

bionic

 **HOUSING AUTHORITY**
SANTA CLARA COUNTY



September 20, 2018

East Santa Clara Master Plan Site



**SCCHA
Property**

SCCHA

Bldg
800

Mediplex

**COUNTY
Property**

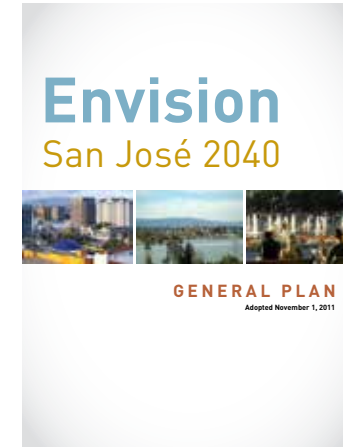
Valley
Downtown
Health
Center

E. SANTA CLARA ST.

	SCCHA PROPERTY:	5 acres
	COUNTY PROPERTY:	7 acres
	TOTAL:	12 acres



East Santa Clara Street History



Early 1900s
East Santa Clara Street corridor developed and served as a primary commercial center for the city. Thousands of fine early 20th century residences built in an eclectic variety of architectural styles.

1950s
Downtown San José enjoyed a brief flourishing as a cultural, civic, and economic hub. Mature Horace Mann and Julian/St. James neighborhoods started light industrial and higher density housing developments.

1972
San José State College first became California State University, San José and has been named San José State University (SJSU) since 1974.

2011
The City adopted the Envision San Jose 2040 General Plan with Urban Villages as one of the 12 major strategies.

2000s
The San Jose Medical Center was closed in December 2004 and demolished in early 2011, making it a significant opportunity site.

1920s
The construction of new single-family housing began to spread beyond existing city limits. In addition, operation of a streetcar line began along Santa Clara Street.

1923
The San Jose Medical Center opened. Annexes added to the rear of the original building in the 1950s and 1960s.

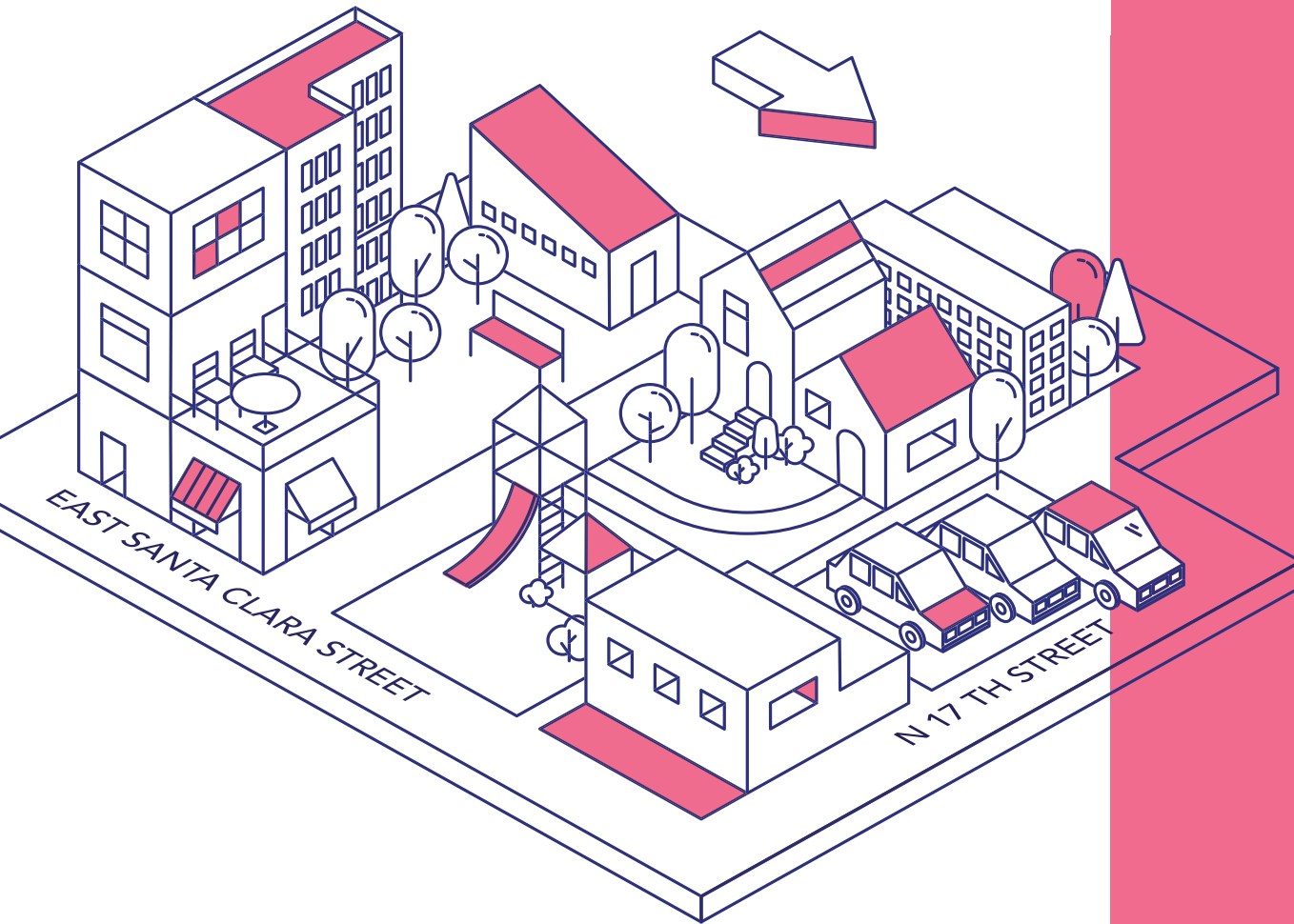
1960s to 1970s
Downtown San José followed the trajectory of many other American cities and deteriorated as the middle class was drawn to the allure of the suburbs, shopping malls and office parks beyond the center of town.

Mid-1980s
The San José Redevelopment Agency (RDA) put most of its efforts on reinvestment in, and redevelopment of, downtown's urban core.

2016
The Valley Health Center Downtown outpatient clinic is one of 11 operated county-wide by Santa Clara Valley Medical Center (SCVMC)

2018
The City of San Jose Planning Division is currently working with the community to draft a Plan for the East Santa Clara Street Urban Village. This Urban Village Plan is focused on meeting future jobs and housing needs of the City while also improving public spaces like streets, sidewalks, and parks.





20 September
6:00 pm - 8:00 pm

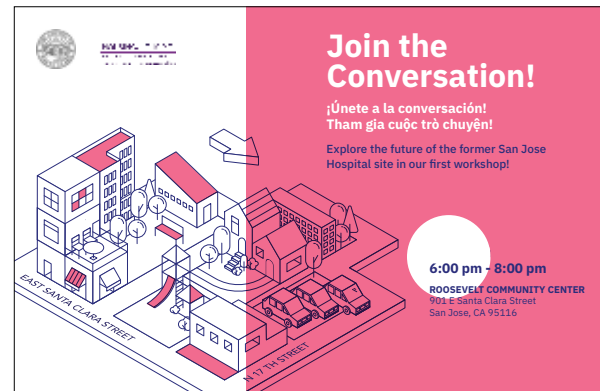
ROOSEVELT COMMUNITY CENTER
901 E Santa Clara Street
San Jose, CA 95116

Agenda

- | | |
|----------------|-----------------------------------|
| 6:00 pm | Sign In + Walk-In Activity |
| 6:30 pm | Presentation |
| 7:00 pm | Journey Map Activity |
| 7:40 pm | Share Out |
| 8:00 pm | End |

East Santa Clara Master Plan Four Community Meetings

#1 - September 20



Join the Conversation!

- Get to know the community
- Introduce the design team
- Envision your ideal neighborhood

#2 - October 11



Come and Explore!

- Meeting #1 key takeaways
- Explore the site: opportunities & constraints
- Present site plan alternatives
- Discuss your preferred options

#3 - TBD Early December



Share Your Voice!

- Meeting #2 key takeaways
- Review draft master plan
- Share your design preferences

#4 - TBD Early February



Hello Neighbor!

- Meeting #3 key takeaways
- Reveal the final master plan
- Provide your feedback
- Envision your future

Team Introductions



The Team

Gensler

MASTER PLANNER / COMMERCIAL ARCHITECT



RESIDENTIAL ARCHITECT

bionic

LANDSCAPE ARCHITECT

EMILY WEINSTEIN

COMMUNITY ENGAGEMENT

FEHR  PEERS

TRANSPORTATION CONSULTANT



PARKING CONSULTANT

kpff

CIVIL ENGINEER

ARUP

ENERGY / MEP ENGINEER

The Team



**GRAY
DOUGHERTY**
Gensler



**RIKI
NISHIMURA**
Gensler



**XIAO
WU**
Gensler



**SYDNEY
WALLACE**
Gensler



**KIRSTEN
RITCHIE**
Gensler



**ROD
HENMI**
HKIT



**EMILY
WEINSTEIN**
Emily Weinstein Consulting



**SARAH MOOS
THOMPSON**
Bionic



**ARI
DAMAN**
Bionic



**ROB
BEST**
ARUP



**STEVEN
MORELAND**
KPFF



**MICHELLE
WENDLER**
Watry Design, Inc.

Join the Conversation!

Ensures that the Master Plan is created through dialogue with the community and a collaborative process:

- Diverse range of stakeholders at the center of the design and engagement process
- The community is being heard
- Master Plan respects and honors the existing community
- Master Plan reflects the needs of all end users
- An informed community body: not just what decisions have been made but also why
- Cultivate long term stewardship of the site and community building

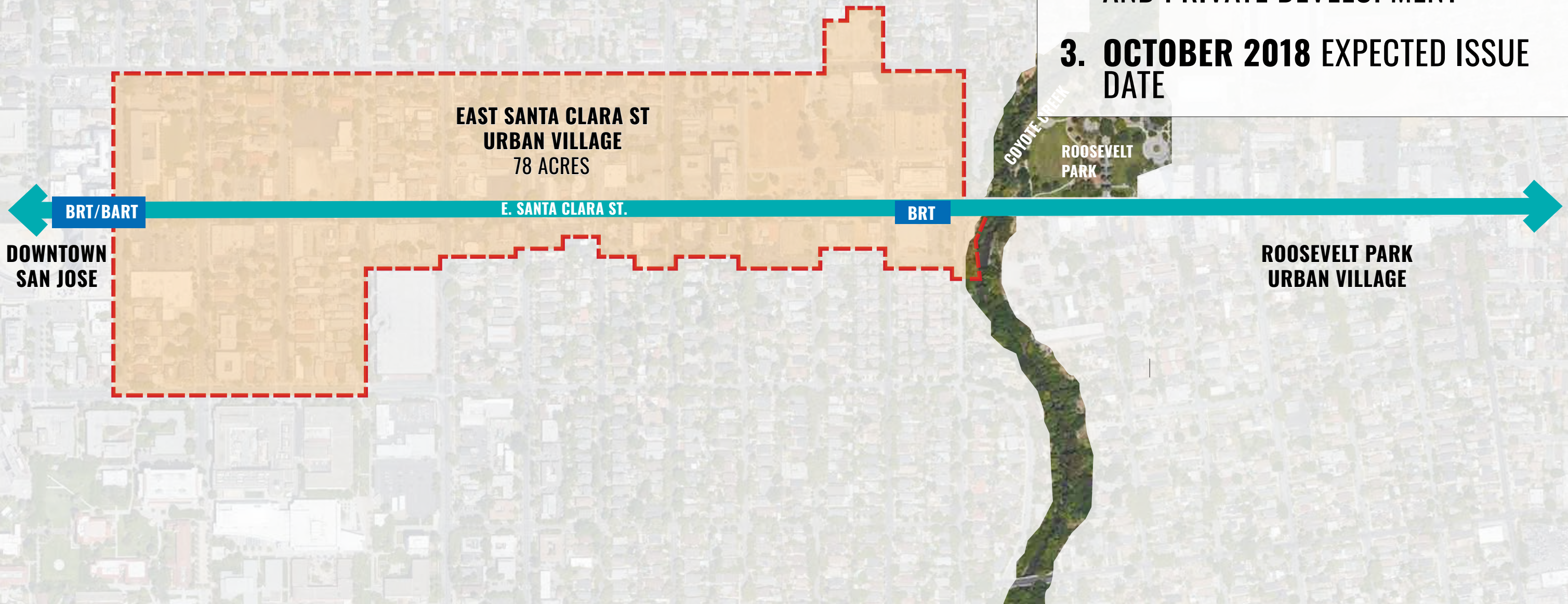
An architectural rendering of a modern urban plaza. The scene is filled with people engaged in various activities: some are sitting on a long wooden bench in the foreground, others are walking along a paved path, and many are seated at outdoor tables with white umbrellas. The background features modern buildings with large glass windows and lush green trees. The overall atmosphere is vibrant and community-oriented.

East Santa Clara Master Plan

Introduction

East Santa Clara Urban Village Plan

1. WILL BE A CITY COUNCIL **APPROVED** POLICY DOCUMENT GUIDING THE **FUTURE** GROWTH
2. INCLUDES **OBJECTIVES, GOALS, & POLICIES** THAT ARE DESIGNED TO SHAPE BOTH FUTURE PUBLIC AND PRIVATE DEVELOPMENT
3. **OCTOBER 2018** EXPECTED ISSUE DATE



**EAST SANTA CLARA ST
URBAN VILLAGE
78 ACRES**

E. SANTA CLARA ST.

BRT/BART

BRT

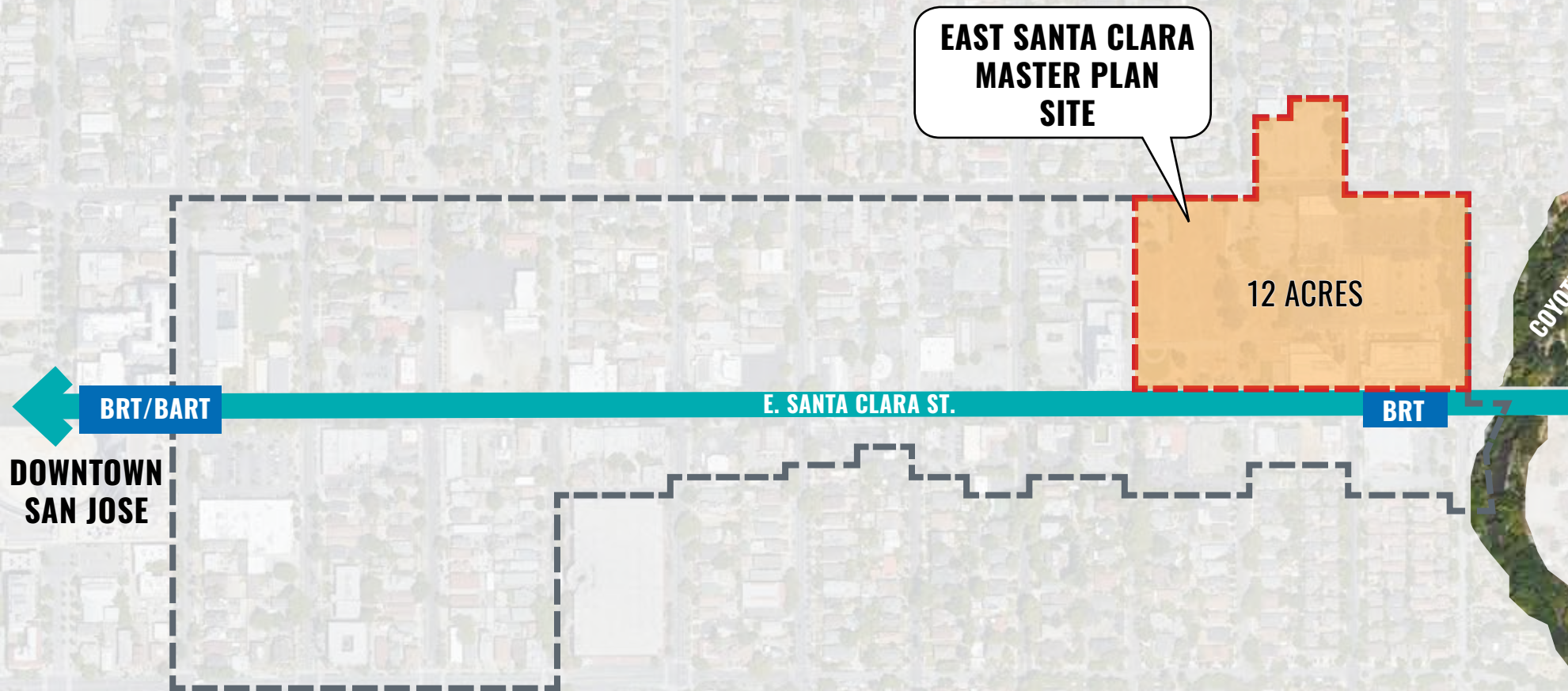
**DOWNTOWN
SAN JOSE**

**ROOSEVELT PARK
URBAN VILLAGE**

COYOTE CREEK

**ROOSEVELT
PARK**

East Santa Clara Master Plan



1. A **VIBRANT AND CONNECTED** PLACE TO WORK AND SERVE THE COMMUNITY
2. AFFORDABLE **HOUSING** + SERVICES
3. DYNAMIC **LONG-TERM** PLANNING DOCUMENT THAT PROVIDES A CONCEPTUAL LAYOUT
4. DESIGN GUIDED BY THE **URBAN VILLAGE PLAN**
5. ACHIEVING THE **VISION, GOALS,** AND **PROGRAM** NEEDS PROVIDED BY THE HOUSING AUTHORITY AND THE COUNTY
6. RESPONSIVE TO INPUT FROM THE NEIGHBORING COMMUNITIES

What is a Master Plan?

1. Helps define a coherent vision and mission

2. Provides for public input for the community to help shape the project

3. Guides opportunities for community and open space networks

**EAST SANTA CLARA ST
URBAN VILLAGE**

**EAST SANTA CLARA
MASTER PLAN
SITE**

COYOTE CREEK

**ROOSEVELT
PARK**

BRT/BART

E. SANTA CLARA ST.

BRT

**DOWNTOWN
SAN JOSE**

6. Designed with flexibility to guide future growth and development

5. A pathway to sensible, efficient, and responsive development

4. Allows larger goals to help inform individual projects

What is a Master Plan?

Example Tools



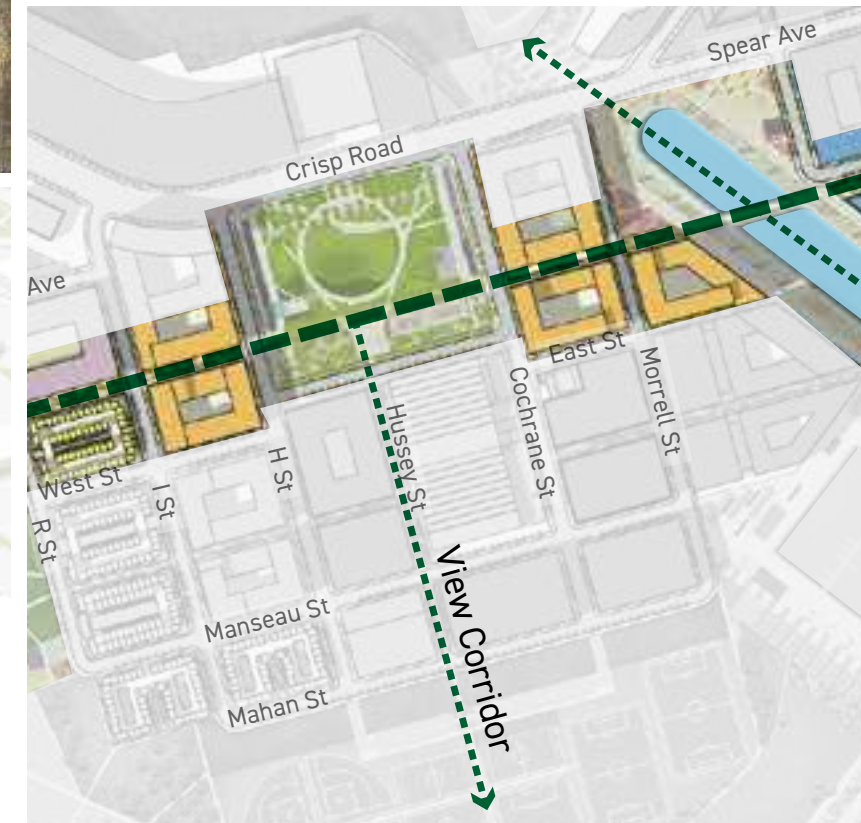
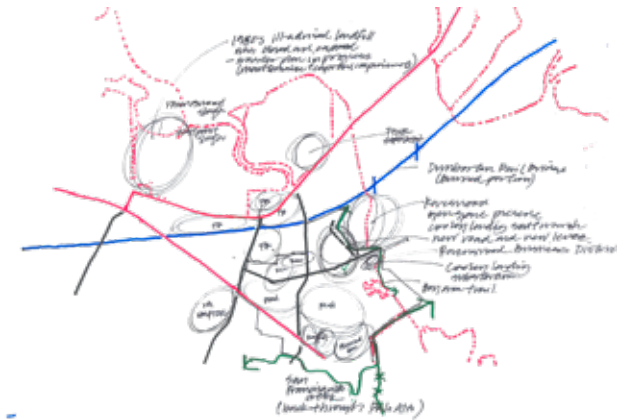
Plan Drawings

Perspectives



3D Models

Sketches



Diagrams

The background image shows a modern, multi-story building with large windows and a flat roof. In the foreground, there is an outdoor seating area with several tables and chairs. A person is sitting at a table, and another person is standing nearby. The scene is set in a lush, green environment with many trees. The overall atmosphere is bright and sunny.

East Santa Clara Master Plan

Context

East Santa Clara Master Plan Vision



Collaboration

Vibrant
Amenities

Connectivity

Open Spaces

Diverse

Green Space

Accommodating

Respectful

Honor Community

Healthy

Thoughtful Design

Engaging

Neighborhood

Affordability

Inspiring

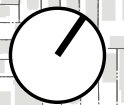
Mixed-Use

Safety

Human Scale

Bikeable

East Santa Clara St.



East Santa Clara Existing Buildings

BUILDING 800



**EAST SANTA CLARA
SITE**

Roosevelt
Park

MEDIPLEX



VALLEY HEALTH CENTER



San Jose State
University

East Santa Clara Neighborhoods



HORACE MANN

N 13TH ST.



JULIAN SAINT JAMES

**EAST SANTA CLARA
SITE**

San Jose
Community
Middle and High
Schools

ROOSEVELT PARK



E SANTA CLARA ST.

**NORTH
CAMPUS**

N 11TH ST.



NAGLEE PARK

OLINDER

COYOTE CREEK



**EAST
CAMPUS**

San Jose State
University



East Santa Clara Street Connections

N 14TH ST.



E ST. JAMES ST.

E. SAINT JOHN ST.



EAST SANTA CLARA SITE

Roosevelt Park

N 15TH ST.



E SAN FERNANDO ST.

URBAN VILLAGE PLAN PROPOSED E. SANTA CLARA ST.



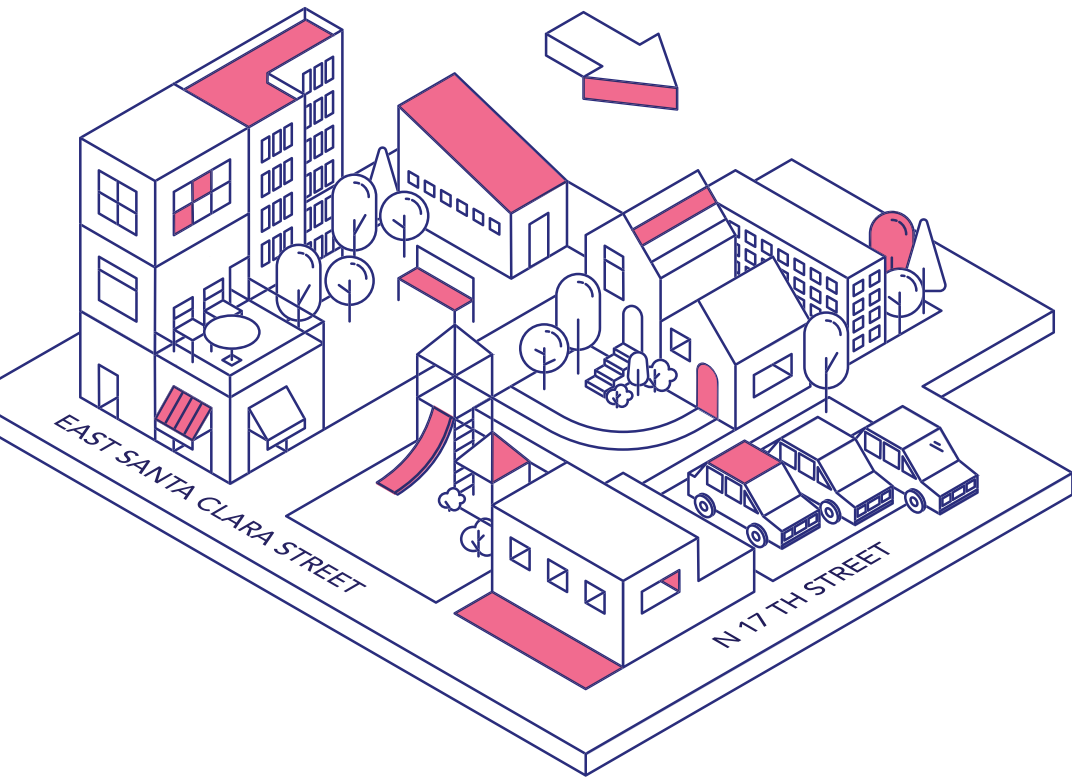
San Jose State University

E. SAN CARLOS ST.



East Santa Clara Master Plan **Project Vision**

Provided by Housing Authority + County of Santa Clara



The vision of the East Santa Clara Master Plan is to create a **highly integrated** mixed-use project that builds a **diverse** set of housing opportunities for different **affordability** levels, provides **flexible** office space for the County and Housing Authority, and offers a variety of open spaces that support day-and-night **activities**.

East Santa Clara Master Plan **Project Goals**

Provided by Housing Authority + County of Santa Clara

Seek to maximize the amount of housing

Create relationship to the neighborhood context

Prioritize the pedestrian experience through active and usable spaces

Create a safe and inviting center for the community

Flexible design to meet future economic goals

Provide adequate parking for residents, employees, & visitors

All concepts balance housing and office program needs

East Santa Clara Master Plan

Program Components

Provided by Housing Authority + County of Santa Clara

HOUSING

Phased Construction
Multi-Family Housing

MOBILITY NETWORK

New Pedestrian Connections
Vehicular Access to Parking
Bike Circulation
Emergency Vehicle Access
Patient Pickup/ Drop Off



OFFICE

Existing:	100,000 sf
Phase I:	180,000 sf
Phase II:	180,000 sf

PARKING

Office
Family Parking
Senior Parking
Valley Health
Mediplex

OPEN SPACE

Family and Community Gathering Space

Opportunity For New Housing

**Different levels
of affordability
require unique
services**

**Active ground
floors + “eyes on
the street”**

**Livability &
sense of home**

**Healthy
buildings**

**Connecting
to adjacent
neighborhoods**

**Strong sense of
community**





Office Space

**Flexible +
efficient
buildings foster
employee
wellness**

**Balance parking
+ ride share
needs**

**Enhance
civic
identity**

**Follow best-
practice office
space design**

**Create a welcoming
and accessible
environment for
public services**

Open Space + Amenities

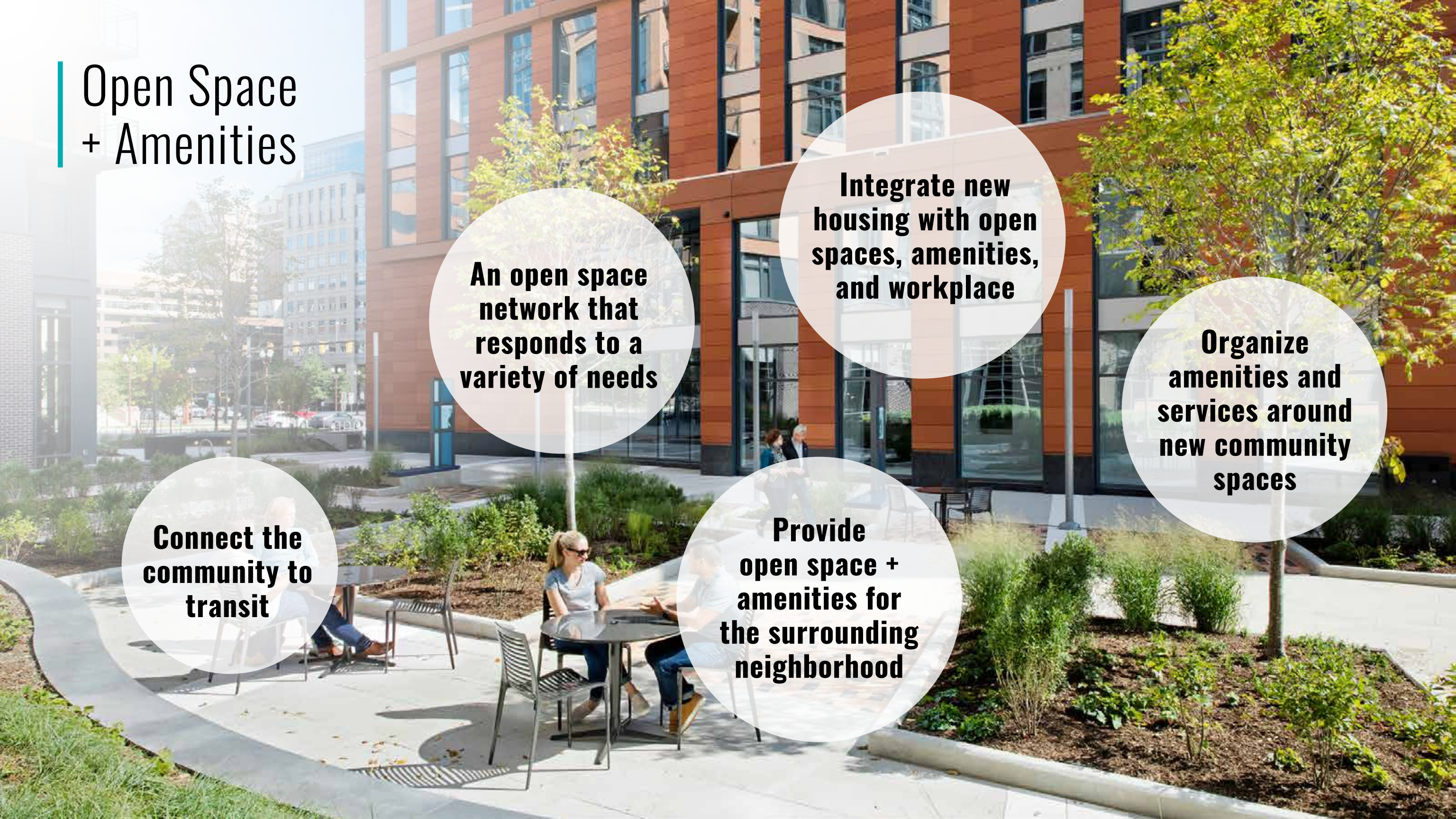
An open space network that responds to a variety of needs

Integrate new housing with open spaces, amenities, and workplace

Organize amenities and services around new community spaces

Connect the community to transit

Provide open space + amenities for the surrounding neighborhood



Landscape + Placemaking

Safety & security

Inviting

Activities for groups & individuals

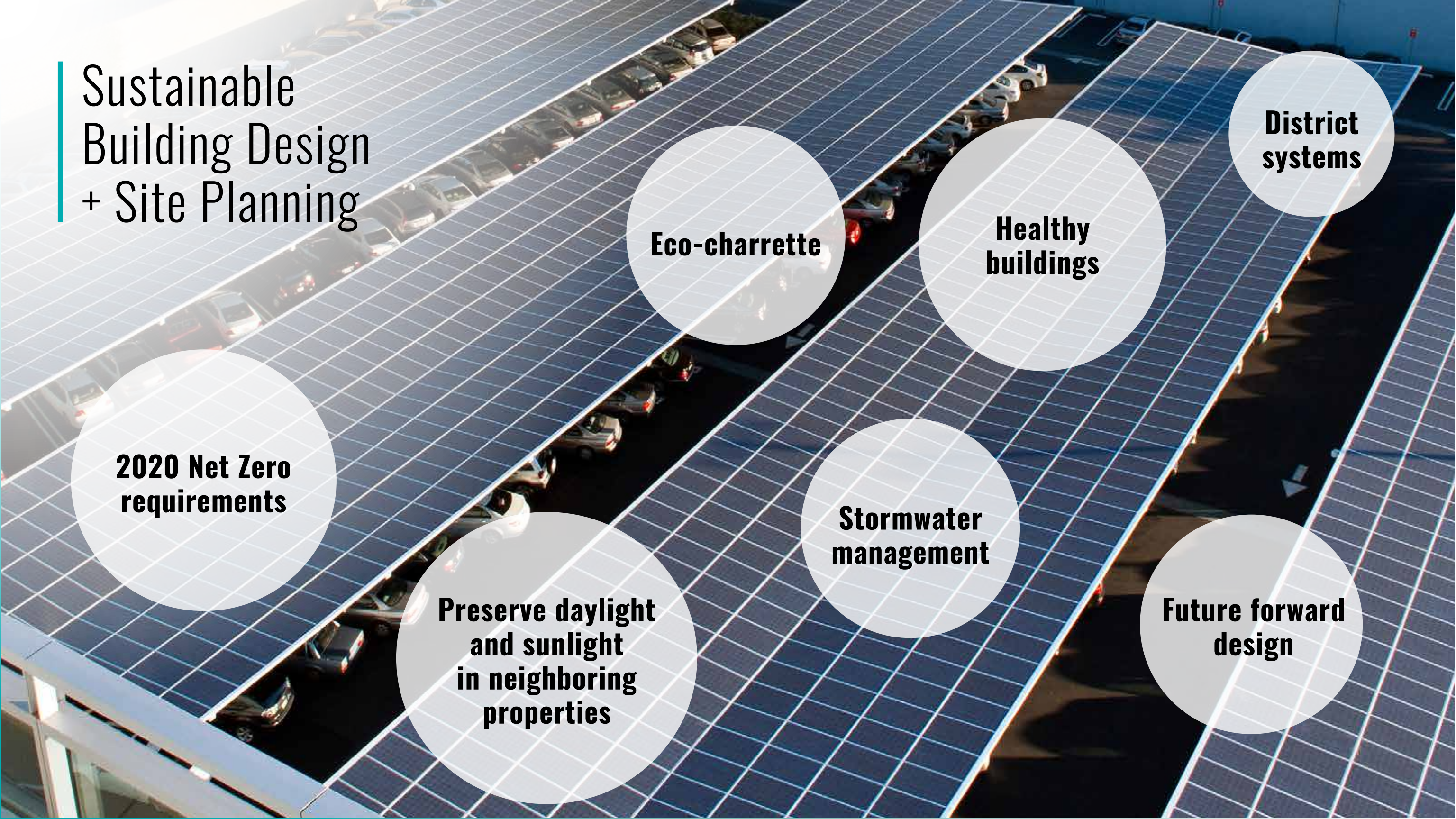
Small & large places

Honor community

Sustainable landscape

Accessible to all





**Sustainable
Building Design
+ Site Planning**

**2020 Net Zero
requirements**

**Preserve daylight
and sunlight
in neighboring
properties**

Eco-charrette

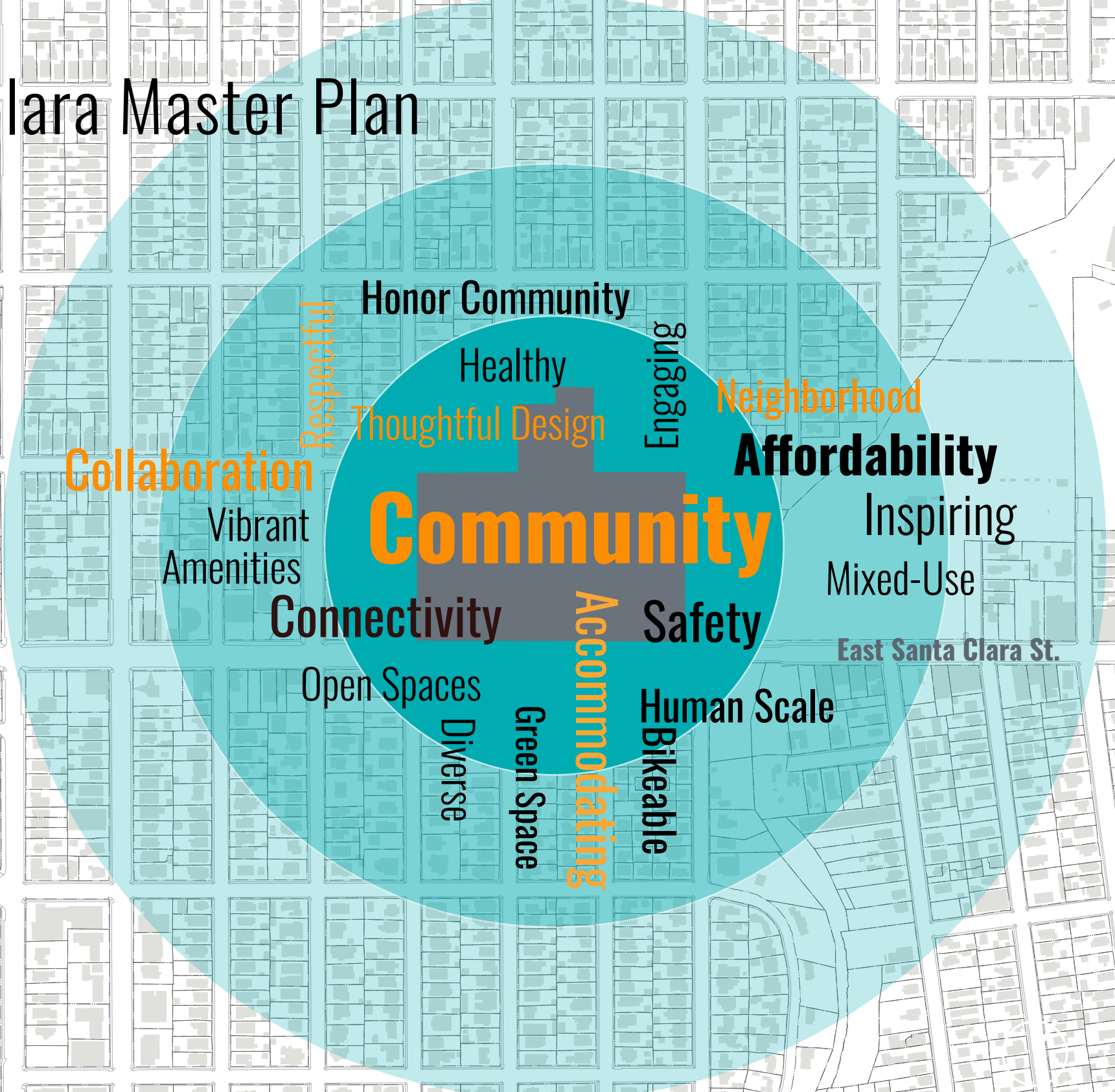
**Stormwater
management**

**Healthy
buildings**

**Future forward
design**

**District
systems**

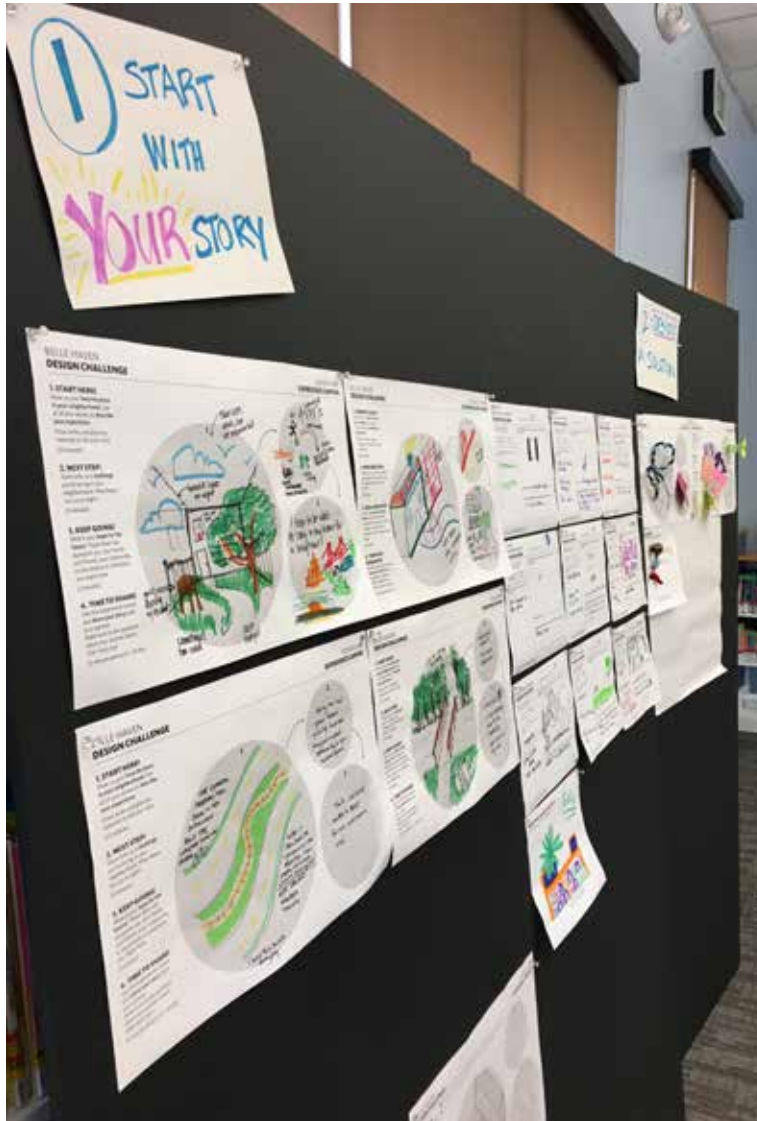
East Santa Clara Master Plan Vision





East Santa Clara Master Plan
Community Exercise

Journey Map Activity



EAST SANTA CLARA MASTER PLAN JOURNEY MAP

COMMUNITY MEETING #1

1. START HERE!
Show us your **favorite place in your neighborhood**. Use all of your senses to **describe your experience**.
Draw and write any materials to tell your story
[10 minutes]

2. NEXT STEP!
Share with us a **challenge** you're facing in your neighborhood. What keeps you up at night?
[5 minutes]

3. KEEP GOING!
What is your **hope for the future**? These ideas can represent you, your family and friends, your community or any dreams or ambitions you might have.
[5 minutes]

4. TIME TO SHARE!
Use this Experience Canvas and **share your story** with your partner.
Make sure to ask questions when your partner share's their story too!
[5 min per person x2 = 10 min]

YOUR NEIGHBORHOOD



Journey Map Activity

30 MINUTES TOTAL

1. START HERE!

FAVORITE PLACE IN YOUR NEIGHBORHOOD

10 MINUTES

2. NEXT STEP!

CHALLENGE

5 MINUTES

3. KEEP GOING!

HOPE FOR THE FUTURE

5 MINUTES

4. TIME TO SHARE!

SHARE WITH A PARTNER

10 MINUTES

EAST SANTA CLARA MASTER PLAN
JOURNEY MAP

COMMUNITY MEETING #1

YOUR NEIGHBORHOOD

1
FAVORITE PLACE IN YOUR NEIGHBORHOOD

2
CHALLENGE

3
HOPE FOR THE FUTURE

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[5 min per person x2 = 10 min]

THANK YOU FOR YOUR PARTICIPATION !

NEXT STEPS

- ANALYZE COMMUNITY FEEDBACK
- EXPLORE SITE DESIGN
- COMMUNITY MEETING #2 - OCTOBER 11, 2018

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 HOUSING AUTHORITY
SANTA CLARA COUNTY

