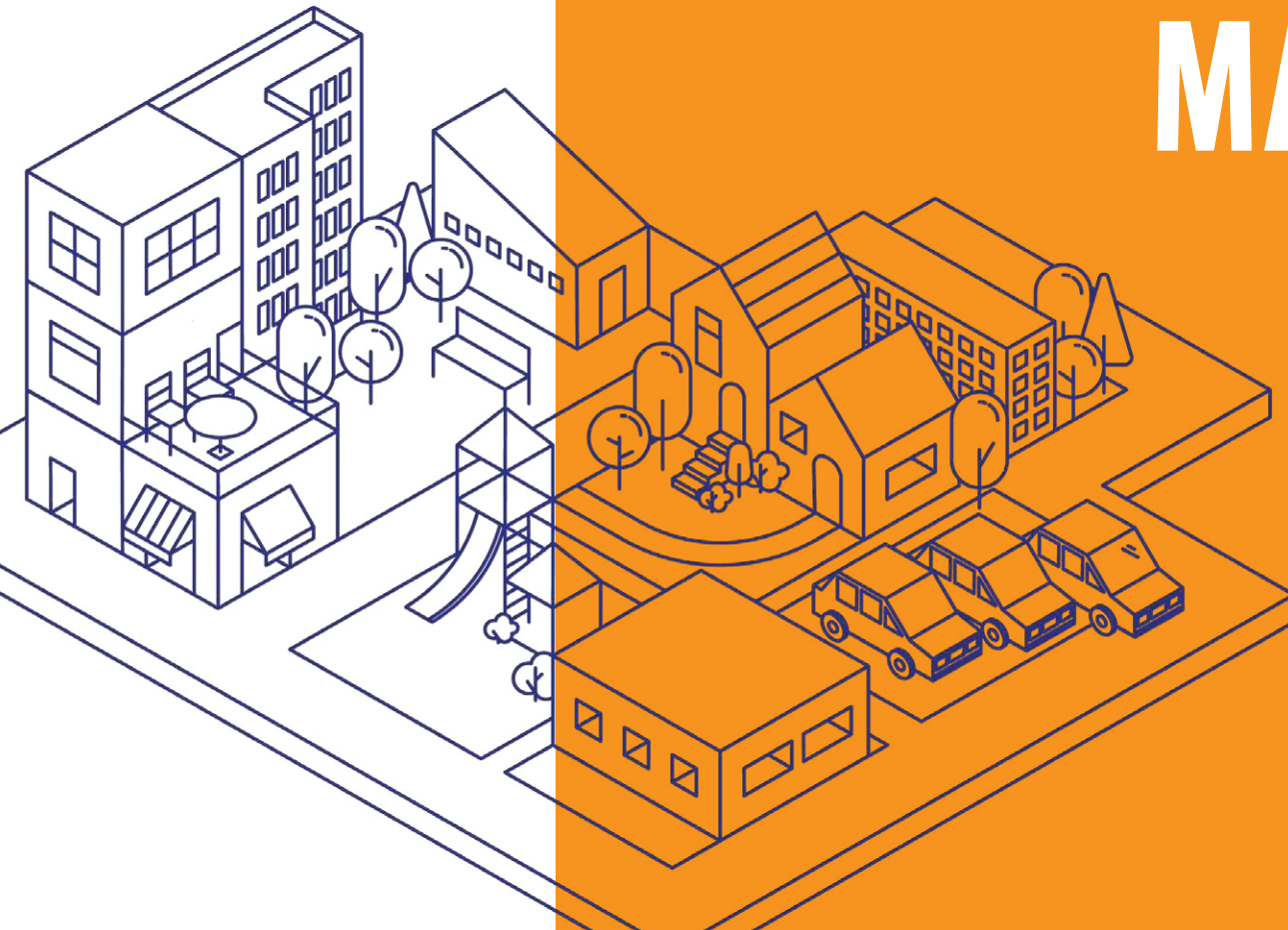


FINAL DRAFT

EAST SANTA CLARA MASTER PLAN



April 25, 2019

Gensler | HKIT | Bionic | Fehr & Peers | KPFF
Watry Design | ARUP | Emily Weinstein Consulting

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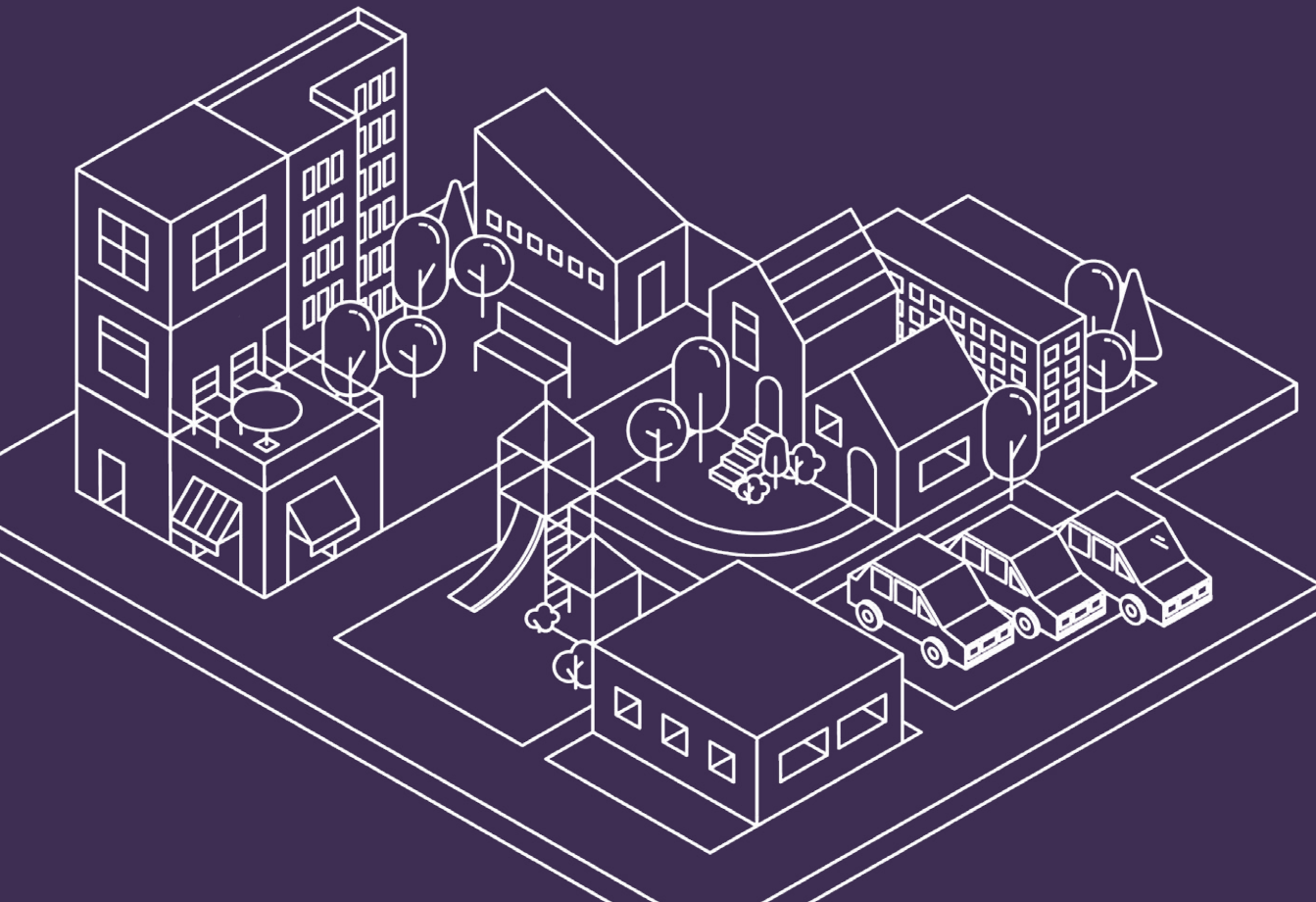
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01 EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

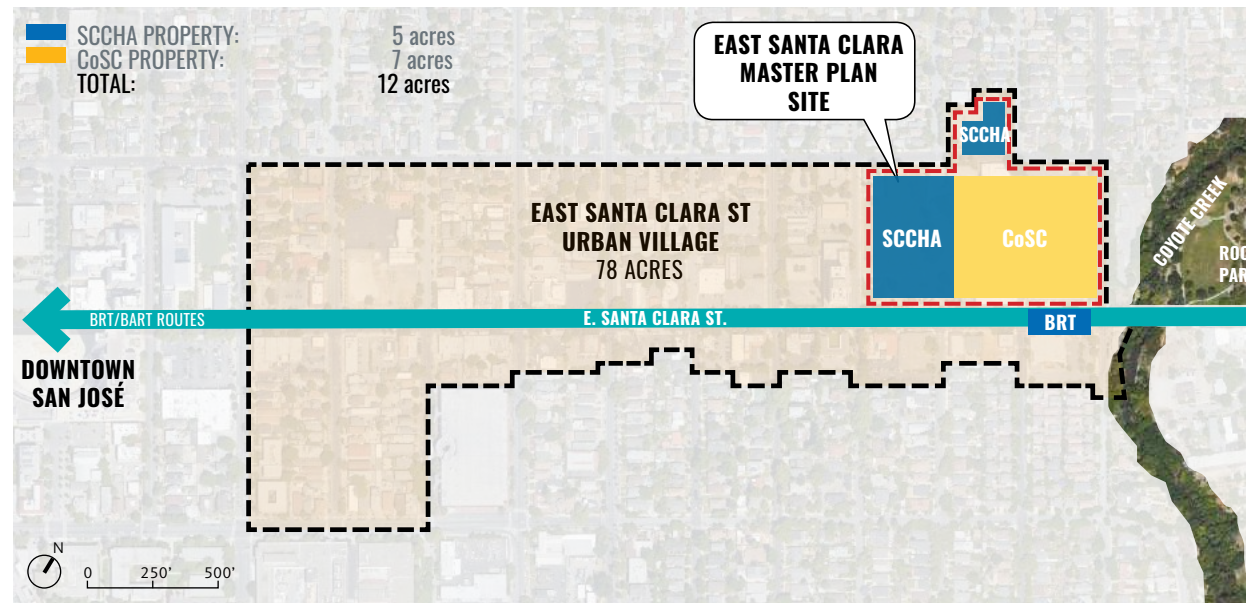
INTRODUCTION

The East Santa Clara Master Plan is a 12-acre site on East Santa Clara Street between 14th Street and 17th Street. The site has opportunities for a pedestrian friendly development that addresses East Santa Clara Street. The site is guided by the [East Santa Clara Street Urban Village Plan](#) — a policy document adopted by the San José City Council on October 23, 2018.

The Santa Clara County Housing Authority (SCCHA) and the County of Santa Clara (CoSC) are jointly master planning the site to help guide the consistency of the development for future growth. 5 acres of the site is owned by the SCCHA while the other 7 acres are owned by the CoSC. The site will be developed separately by the two public entities.

MASTER PLAN PROCESS

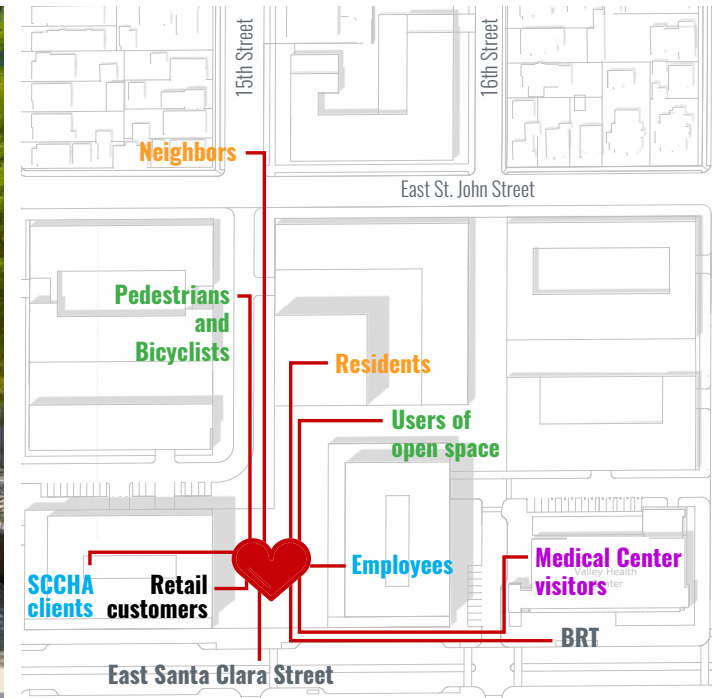
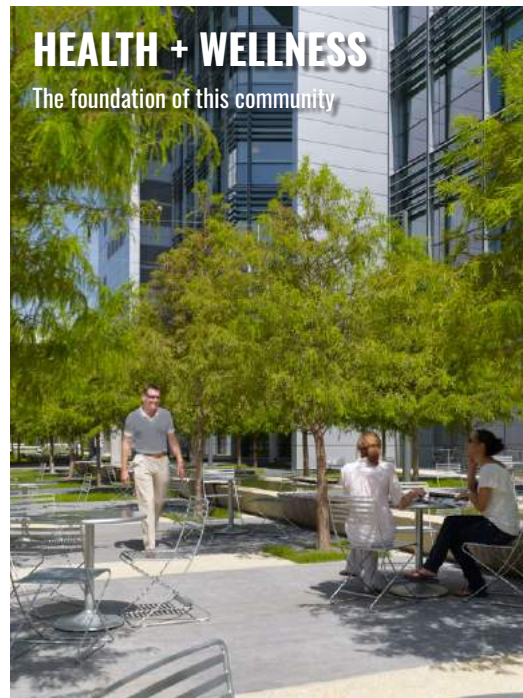
This Master Plan was developed between July 2018 to May 2019, with feedback from multiple stakeholders and community engagement meetings throughout the process.



Site location within the East Santa Clara Street Urban Village

MASTER PLAN GOALS

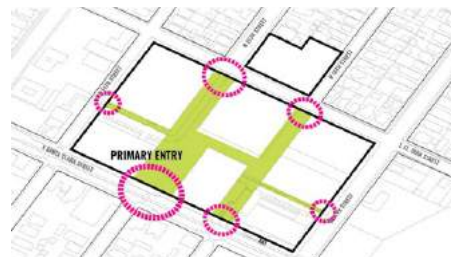
The goal of the East Santa Clara Master Plan is to create a highly integrated mixed-use project that builds a diverse set of housing opportunities for different affordability levels, provides flexible office space for the Santa Clara County Housing Authority and the County of Santa Clara, creates retail on the site, and offers a variety of open spaces that support a range of activities. The Master Plan seeks to promote health and wellness as the foundation of this community.



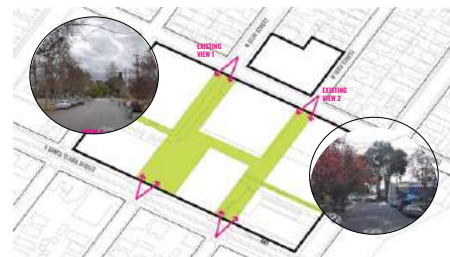
People are the heart of the site



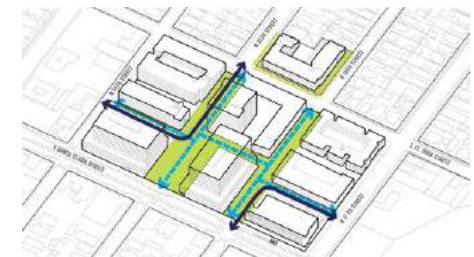
Connecting neighborhoods



Community entries



View corridors to elevate safety



Pedestrian, bicycle and vehicle circulation

MASTER PLAN

Key programs:



Housing
550 - 800 units



Open Space



Office
320,000 to
360,000 square feet



Circulation



Retail
5,200 to
11,300 square feet



Parking

Housing with Parking

Office with Parking

Parking Structure

Existing Building

Plaza

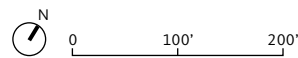
Pocket Park

Private Open Space

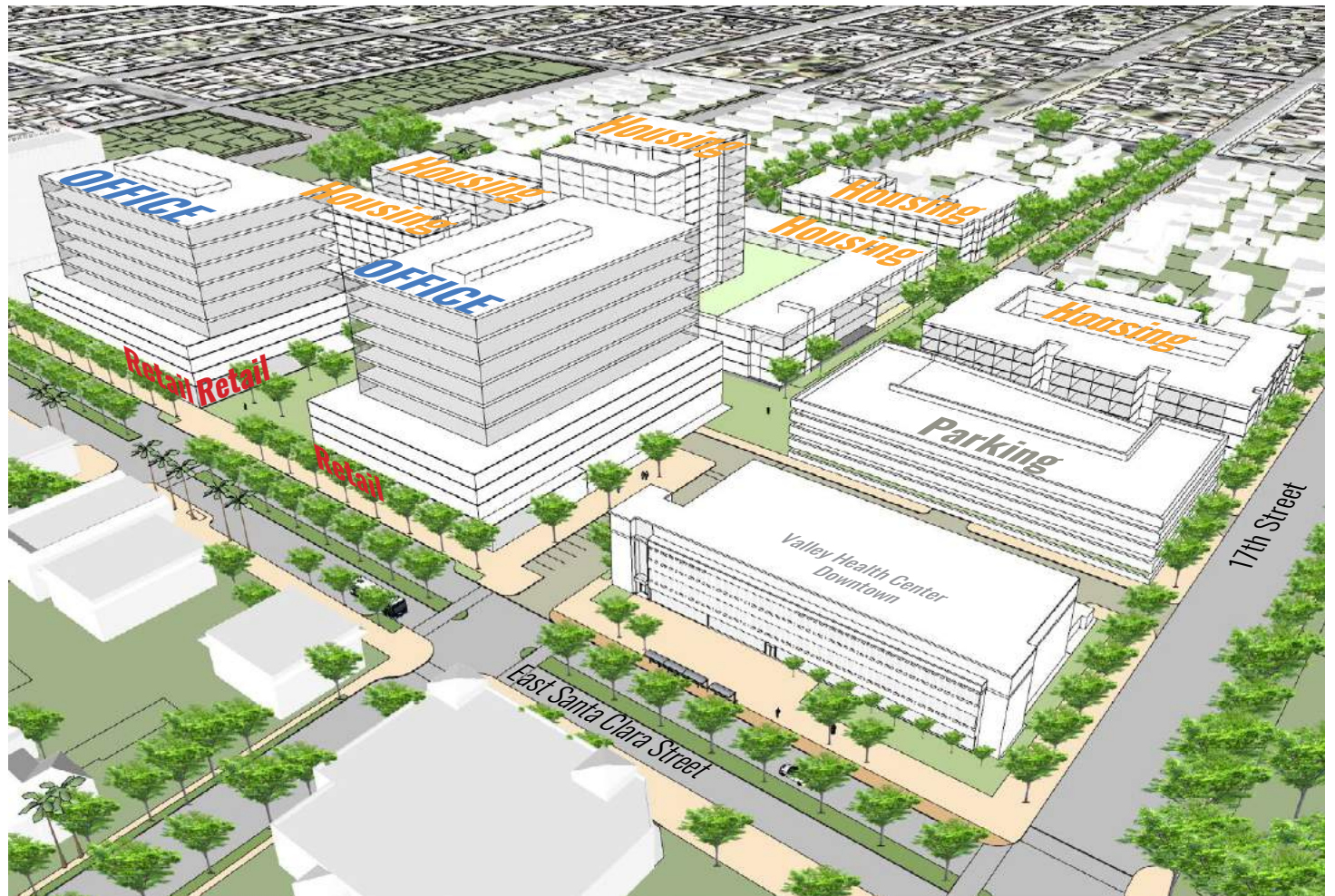
Cafe/Retail Seating Zone

Pedestrian and/or Bike Path

Limited Vehicular Traffic



The Master Plan is designed with the taller office buildings along East Santa Clara Street to reinforce the building massing vision set by the East Santa Clara Urban Village Plan. The placement of the buildings and their heights that define the skyline are sensitive to the surrounding neighborhoods and taper in height towards East St. John Street to no more than 4 stories and transition into 3 stories near the residential development across East St. John Street. A high rise housing tower is strategically located near the center of the site, to not shade or overshadow houses in the neighborhoods.



Perspective looking west

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02 EXISTING CONDITIONS

- 2.1 Site
- 2.2 Location
- 2.3 Urban Village Plan
- 2.4 Site Climate + Comfort

2.1 SITE

OVERVIEW

The site area was previously developed with the San José Medical Center and related medical office facilities. The Medical Center was closed in December 2004 and demolished in early 2011. In 2010, CoSC purchased the site and later remodeled an existing building into the new Mediplex building. In 2016, the Valley Health Center Downtown was opened to the public. In 2017, a portion of the site was purchased by SCCHA.

The SCCHA property is mostly vacant except for the north side of East St. John Street which contains a parking lot. On the CoSC property, the current uses are Valley Health Center Downtown building, Mediplex building, the vacant Building 800, and their surface parking lots.

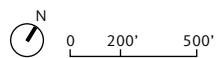
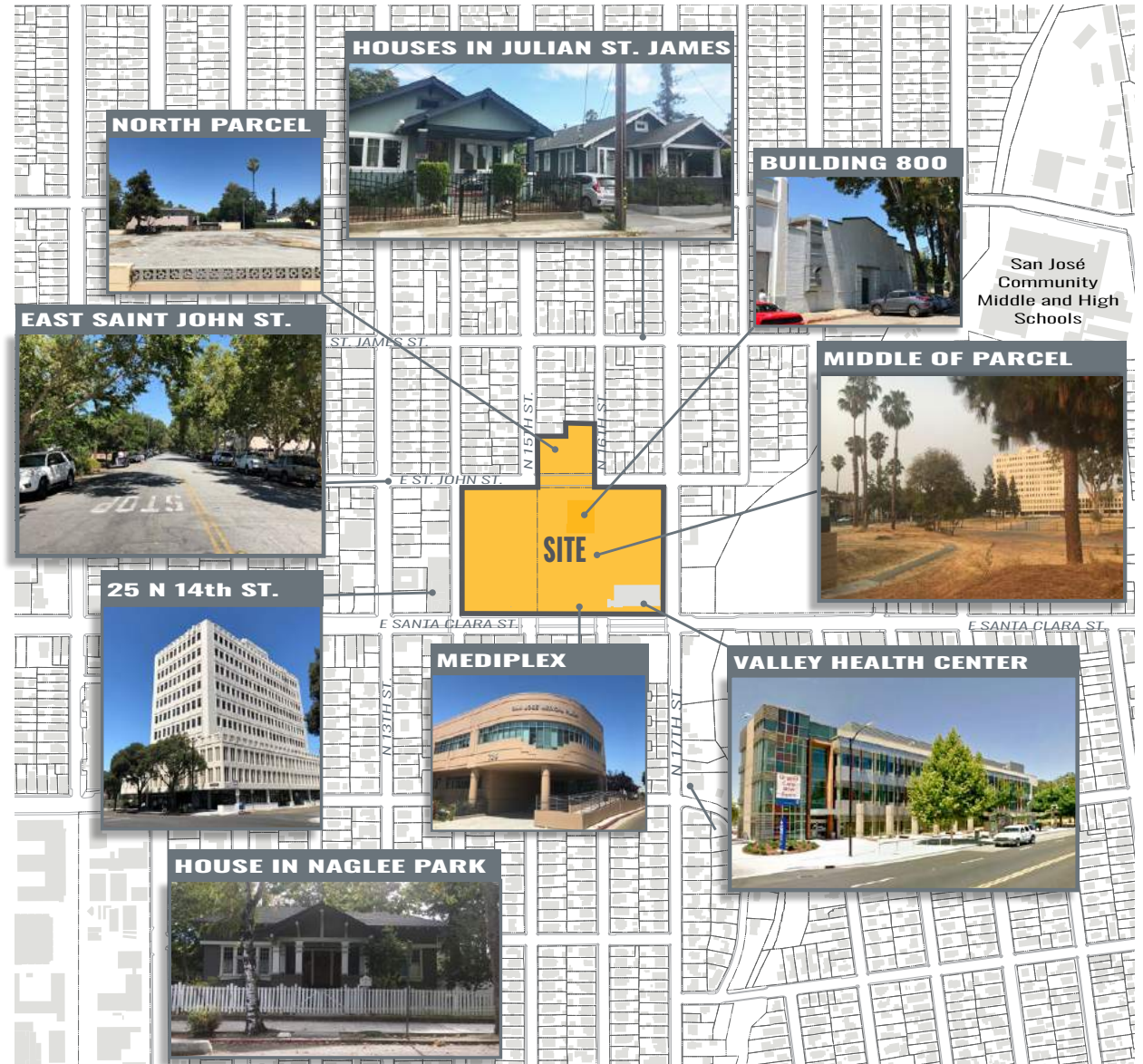


■ SCCHA Property	5 Acres
■ CoSC Property	7 Acres
Total	12 Acres



CHARACTER

Site photos on the right show the character of the site and the vicinity. The character of the neighborhoods and East St. John Street is quiet and comprised of low-rise buildings with one-to-two stories. The character of East Santa Clara Street and existing buildings along the street is active and composed of distinct building styles with various heights. There is an office tower at the northwest corner of 14th Street and East Santa Clara Street.

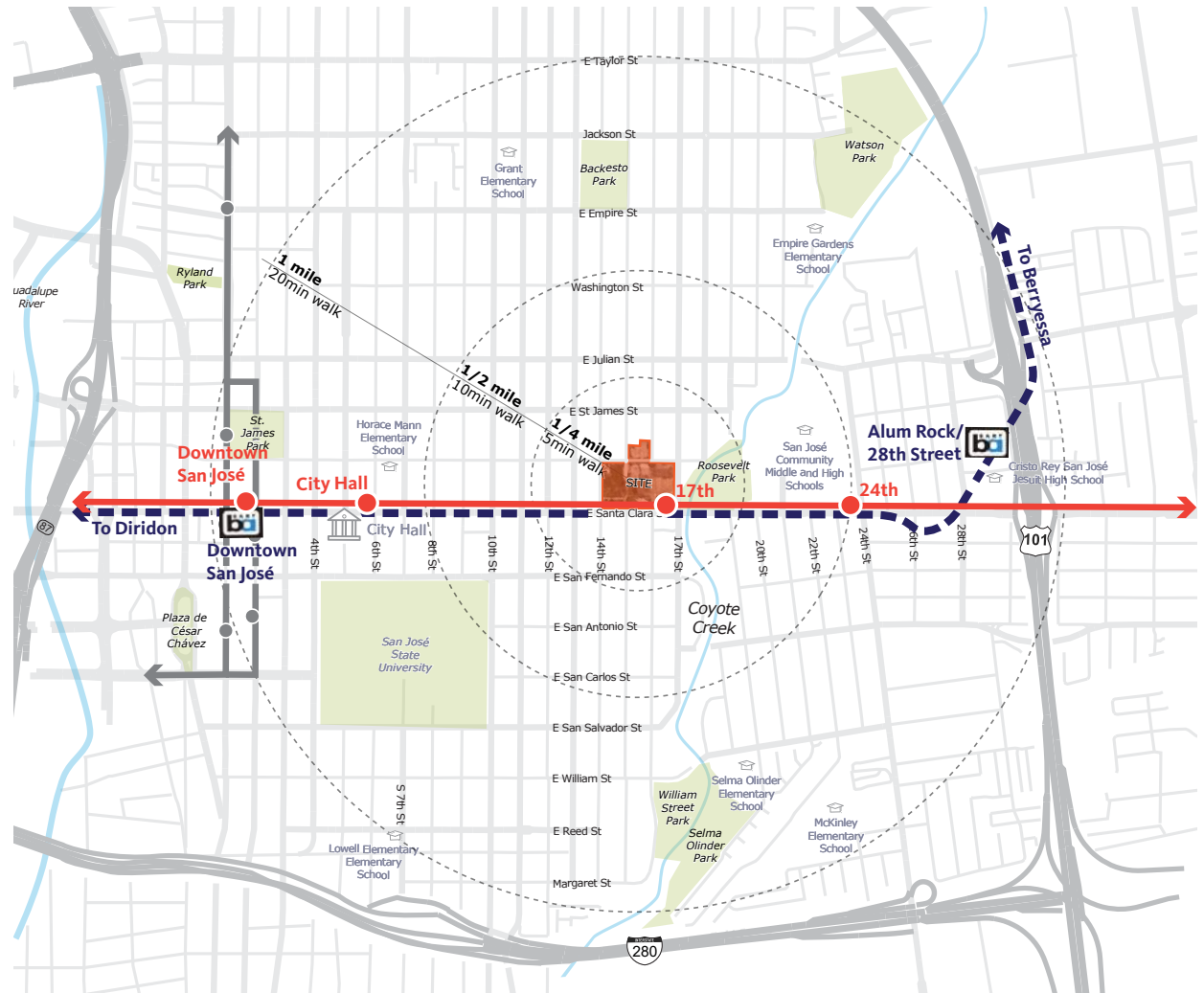


2.2 LOCATION

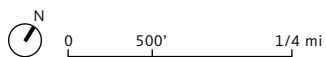
REGIONAL LOCATION

The site is served directly by the San José's Bus Rapid Transit (BRT) with a station at East Santa Clara Street and 17th Street. The site is approximately 1 mile from each of the two planned BART Stations at Downtown San José and Alum Rock/28th Street.

The site is about 1 mile (a 20 minute walk) from Downtown.



- Bus Rapid Transit (BRT) Route
- Bay Area Rapid Transit (BART) Route (underground)
- Light Rail Routes
- BRT Stops
- BART Stops
- Light Rail Stops
- Park / University
- School



AMENITIES + ACCESS

The Roosevelt Park and Community Center is located within a 1/4 mile (a 5 minute walk) from the site. Some major parks and institutions are also within a 10 - 20 minute walk from the site, including City Hall, San José State University, St. James Park, San José High School, Horace Mann Elementary School, East San José Carnegie Branch Library, etc.

Roosevelt Park and its community center provides a focal point for area community services. The center offers exercise classes, summer camps, and digital arts and music programs. A skate park, play areas, handball courts, softball fields, roller skating rink, and other programmed areas are also available. Roosevelt Park’s mature landscaping includes tall shade trees and vast lawns used for passive recreational uses, which can also host large placemaking events (e.g., annual “Viva Parks” program).



Roosevelt Community Center



San José City Hall



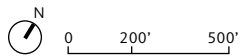
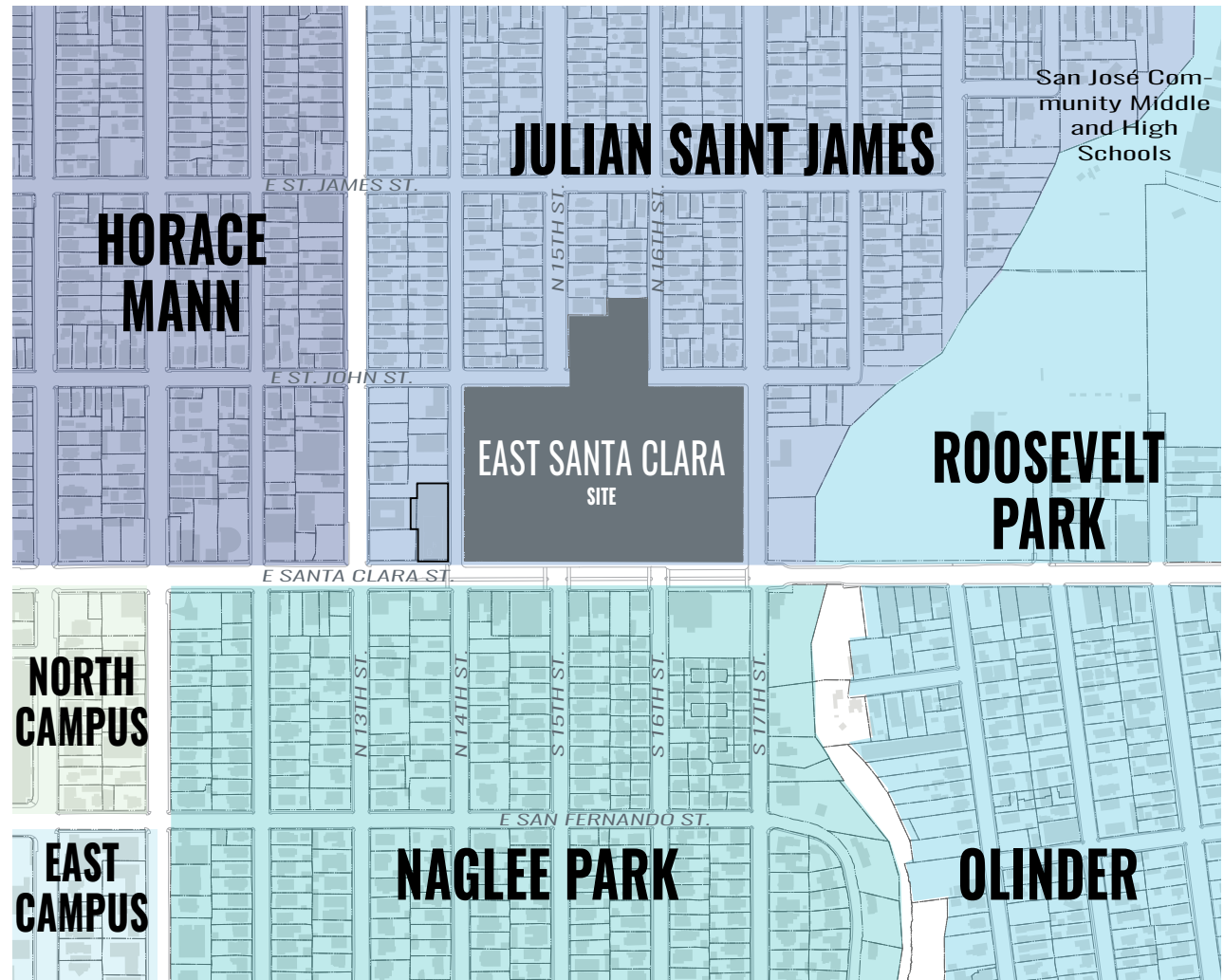
St. James Park



San José State University

NEIGHBORHOODS

The site is located in the Julian Saint James neighborhood and is immediately adjacent to the Naglee Park neighborhood. Both neighborhoods feature historic homes with notable architectural styles and remain working class areas, housing a diverse range of ethnic and socioeconomic groups.



2.3 URBAN VILLAGE PLAN

The site is located within the [East Santa Clara Street Urban Village Plan](#) — a policy document approved by the City of San José on October 23, 2018. The plan includes objectives, goals, and policies that are designed to shape both the future public and private development.

Land Use

The portion of the site to the south of East St. John Street is designated as Mixed-Use Commercial, which requires:

- 30-250 dwelling units/acre (335-2,790 du)
- 0.5 FAR (Floor Area Ratio) minimum commercial development (>243,200 gsf)
- Ground floor retail along East Santa Clara Street
- Upper floors to be residential or office

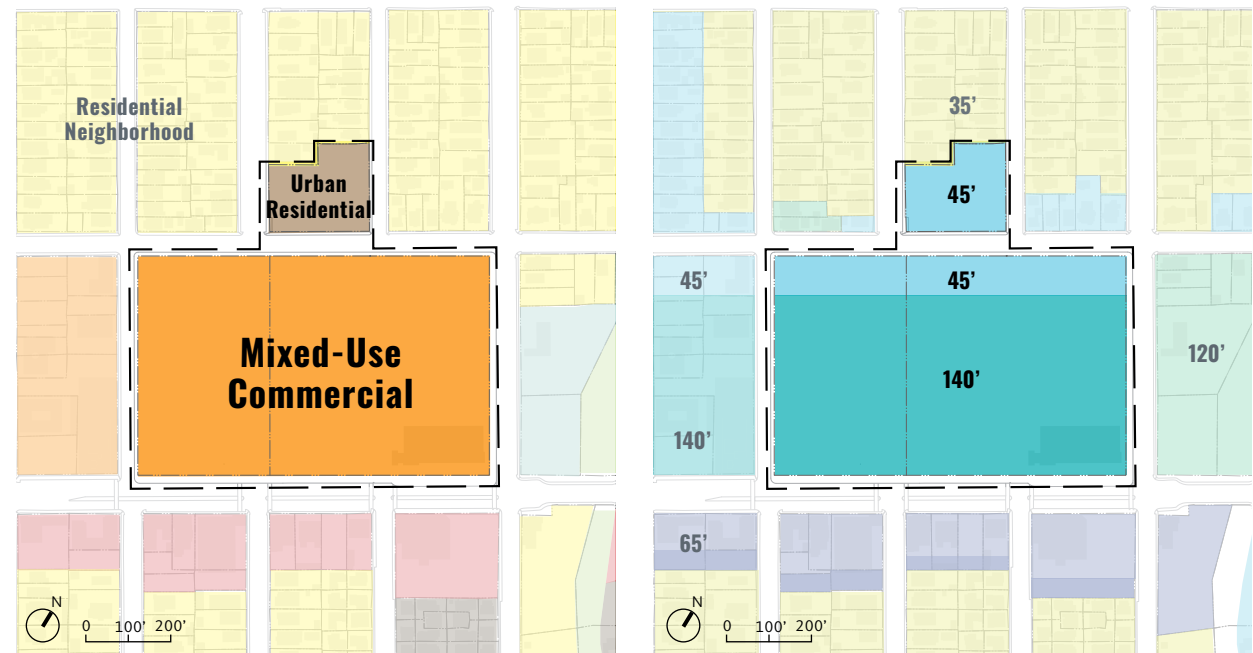
The parcel north of East St. John Street is designated as Urban Residential, which requires:

- 30-90 dwelling units/acre (34-100 du)

Height Limit

Height along East Santa Clara Street is limited to 140 feet. Buildings along East St. John Street can be built to 45 feet.

The parcel north of East St. John Street, adjacent to a residential neighborhood, is required to limit height to 35 feet within 40 feet of the rear property line, thereafter increasing by 1 foot for every additional foot of setback.



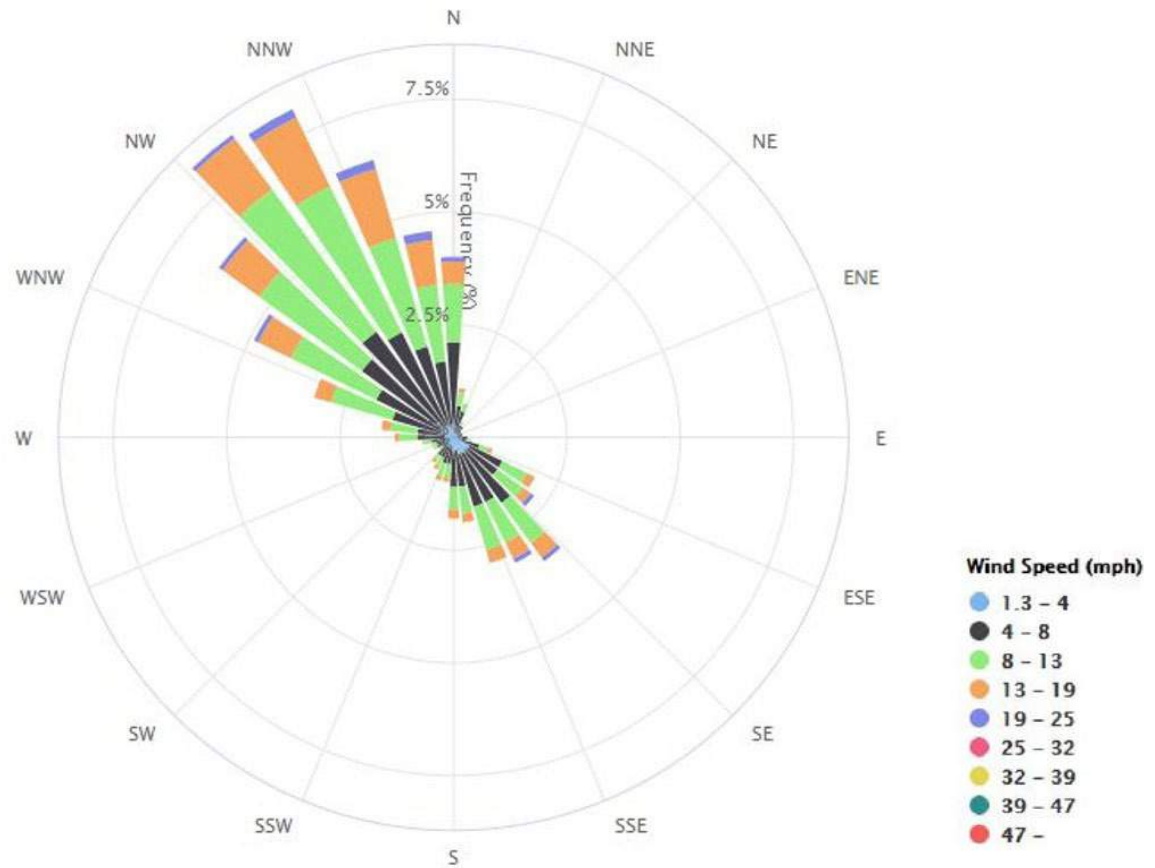
Land Use Diagram

Height Diagram

2.4 SITE CLIMATE + COMFORT

The project site is dominated by clear skies, mild temperatures in spring and fall, warm temperatures during the summer, and cool temperatures during the winter. The winds are typically light and from the north-west (85% of the time), while winter storms tend to be from the south-east. The winds are generally weak, even during storm events.

During spring and fall, natural ventilation could be the main mode of space conditioning. This could be extended to about half the time during the summer as well, while the rest of the summer mechanical cooling will be required. During winter and morning hours in spring and fall, the air temperatures are likely too cool to be used for natural ventilation, but an economizer mode could be used during those times.



San José historic wind rose from 1951 to present. Wind speed is indicated by color, and frequency by bar length.

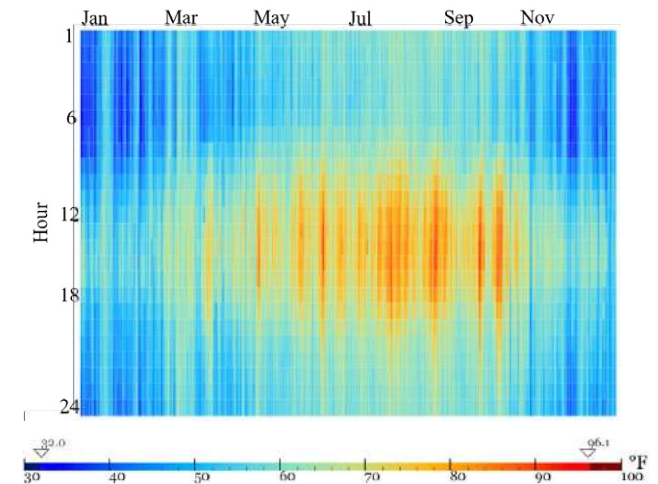
High solar radiation during spring and summer will result in high solar gains, especially on the south and west facades. External shading should be considered on the south facades at a minimum, and west windows should be minimized where possible.

During fall and winter the sun is at a lower angle and clouds are more common. Office spaces may still require solar control during these seasons, but external shading will be less effective due to the low sun angle, so the glazing should be designed for those conditions while balancing the potential for daylight.

The slight north-west breeze, which is dominant from spring through fall coincides with the ideal natural ventilation times. The opportunity for wind driven natural ventilation is large. However, this will need to be aligned with noise, air quality and user expectations, and planned in conjunction with appropriate facade treatments to take advantage of the natural ventilation potential.

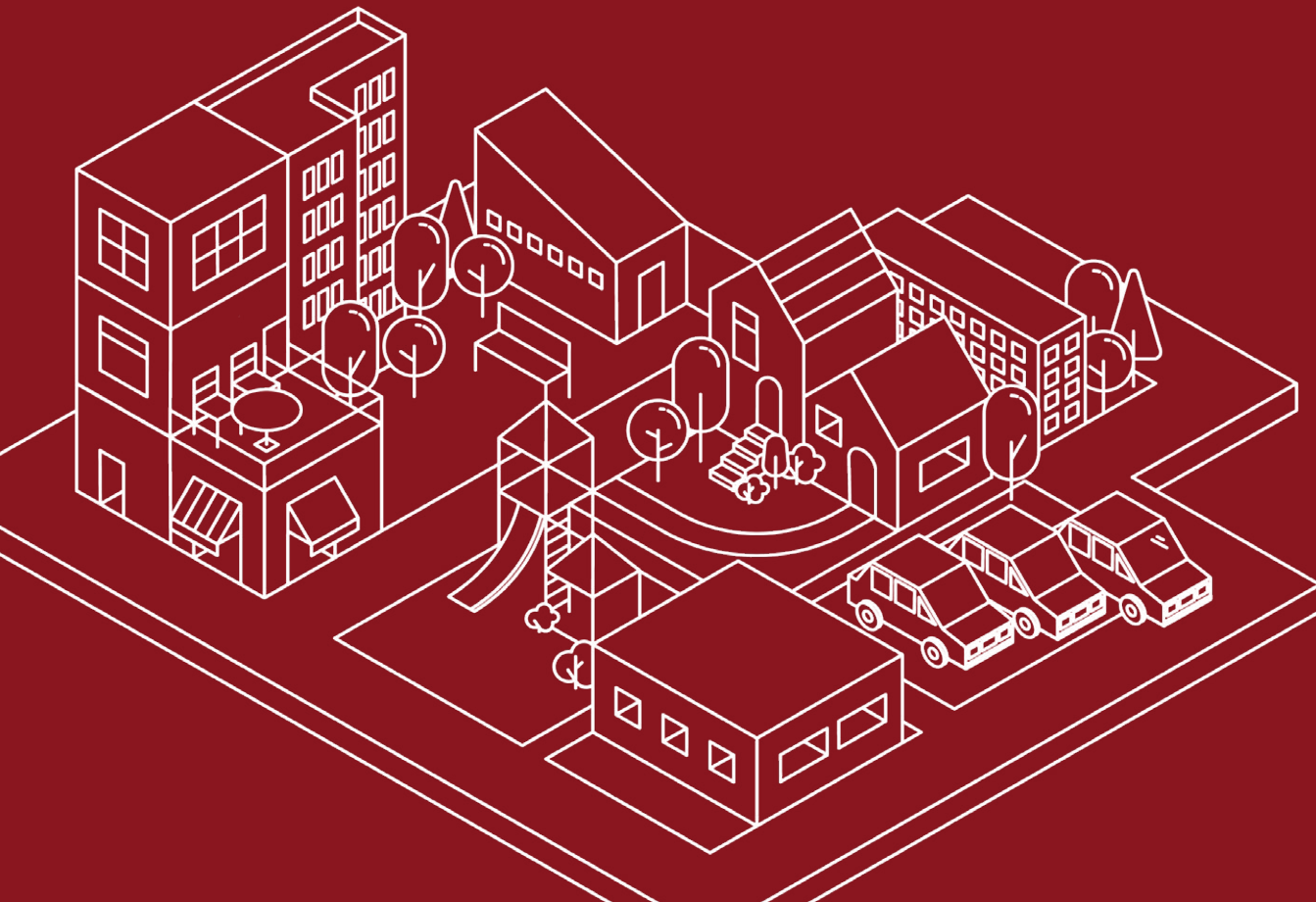
This climate is ideal to encourage the use of outdoor and semi-outdoor spaces. This provides a great advantage for the large open space in the middle of the development, though a more detailed study should be performed to ensure that the exact site design does not create areas of concern with regard to site wind speed, solar radiation, and comfort.

A minor increase in air temperatures is expected based on various future climate models. In practice this will likely decrease economizer hours, while the potential for natural ventilation could increase.



San José annual outdoor temperature heat map for a typical year (based on NREL TMY3 weather data).

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03 STAKEHOLDER ENGAGEMENT

- 3.1 Engagement Overview
- 3.2 Visioning Session + Eco-charrette
- 3.3 Stakeholder Outreach
- 3.4 Community Meetings
- 3.5 SCCHA + CoSC Board Meetings
- 3.6 Stakeholder Takeaways

3.1 ENGAGEMENT OVERVIEW

Four public community meetings and three meetings of the SCCHA Board of Commissioners (BOC) and CoSC Board of Supervisors (BOS) were held during the master planning process, as well as focus groups and small engagement meetings with a variety of stakeholders. The engagements included:

1. Visioning Session + Eco-Charrette
2. Board Engagement
3. Community Engagement
4. Key Stakeholders Engagement

1. Visioning Session + Eco-Charrette

The Visioning Session and the Eco-Charrette were interactive, multi-disciplinary workshops to gain stakeholder consensus on specific sustainable design elements. The Visioning Session and the Eco-Charrette were held on July 10, 2018.

2. Stakeholder Meetings and Focus Groups

Meetings and focus groups were held with stakeholders throughout the design process to ensure the Master Plan is responsive to the diversity of stakeholder needs. These groups included:

- City of San José
- Neighborhood Groups
- Business Associations
- Housing Advocate Groups
- Affordable Housing Managers and Service Providers
- Homeless and Formerly Homeless Groups
- VTA / BART

3. Community Engagement

Four public community meetings were held on September 20, 2018, October 11, 2018, January 9, 2019, and March 6, 2019 to solicit community feedback and inform the East Santa Clara Master Plan throughout the design process.

4. Board Engagement

The project team presented the Master Plan to the BOC and BOS in November 2018, February 2019 and May 2019. Comments and feedback were incorporated into the Master Plan.



Eco-Charrette Workshop



Community Meeting #1

3.2 VISIONING SESSION + ECO-CHARRETTE

Two activities with the SCCHA and CoSC staff were held on July 10, 2018 — a Visioning Session and an Eco-Charrette. Both gathered more specific information of the group’s vision, sustainability aspirations, and goals for the project. Through these interactive, multi-disciplinary workshops, the planning team collected insights on the vision and goals, and gained staff consensus on specific sustainable design elements of the East Santa Clara Master Plan.

Results

Six guiding principles emerged from the Visioning Session and Eco-charrette, which provides a framework for evaluating the success of future designs.

COMMUNITY



- Connect to existing neighborhoods
- Balance life and work, housing and offices
- Engage throughout the design process

OPEN SPACE



- Honor existing community
- Celebrate art and culture
- Offer activities and events
- Provide flexible spaces

AMENITIES



- Support ground floor activation
- Provide healthy options
- Create opportunities for diversity
- Incorporate community attractions

HOUSING



- Ensure inclusivity
- Integrate neighborhood typologies
- Support multiple generations
- Green Point Rated certified

OFFICE



- Share spaces for SCCHA + CoSC
- Provide healthy environments
- Ensure access to natural light
- Provide hydration/wellness rooms
- Support on-site services
- Achieve LEED Silver certification

SUSTAINABILITY



- Ensure site is walkable and safe
- Encourage healthy habits for employees & residents
- Provide good air quality
- Optimize for public transportation use

3.3 STAKEHOLDER OUTREACH

Stakeholder outreach for the community engagement process was extensive. In addition to mailing public community meeting invitations in English, Spanish and Vietnamese to residents living within 200 feet of the site and flyering to all businesses between 12th Street and 20th Street along East Santa Clara Street, targeted outreach was also conducted to the following groups:

Community

- Neighborhood Groups
- Business Associations
- Housing Advocate Groups
- Affordable and supportive housing managers and service providers
- Homeless and Formerly Homeless Groups

Government

- Santa Clara County Housing Authority
- County of Santa Clara
- City of San José
- Bay Area Rapid Transit (BART)
- Santa Clara Valley Transportation Authority (VTA)

Stakeholder List

- 13th Street Neighborhood Advisory Committee
- Campus Community Association (Naglee Park Neighborhood)
- CommUniverCity
- Destination: Home's Lived Experience Advisory Board
- East Santa Clara Business Association
- East Santa Clara Street businesses
- Eden Housing Property Management
- FPI Management
- Japantown Neighborhood Group
- John Stewart Company
- Julian - St. James Neighborhood Association
- LifeSteps
- LifeMoves/The Village and Georgia Travis House
- Northside Neighborhood Association
- People Assisting the Homeless (PATH)
- Recovery Cafe
- Roosevelt Neighborhood
- San José Downtown Business Association
- SPUR
- SV@Home
- The Villa and Georgia Travis House



Community Meeting #2



Community Meeting #3

3.4 COMMUNITY MEETINGS

Four public meetings and a public Open House were held at the Roosevelt Community Center. All public Community Meetings included a presentation and interactive activities to solicit input at each design stage of the Master Plan from initial vision to final Master Plan. The Open House provided a public opportunity to respond to the final Master Plan.

Meeting #1 - September 20 | Join the Conversation!

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

Meeting #2 - October 1 | Come and Explore!

- Meeting #1 key takeaways
- Explore the site: priorities and challenges
- Present site plan alternatives
- Discuss your preferred options

Meeting #3 - January 9 | Share Your Voice!

- Meeting #2 key takeaways
- Review draft Master Plan
- Share your design preferences

Meeting #4 - March 6 | Hello Neighbor!

- Meeting #3 key takeaways
- Share the final Master Plan and design guideline approach
- Next Steps

Public Open House- April 18 | Let's Hear Your Thoughts!

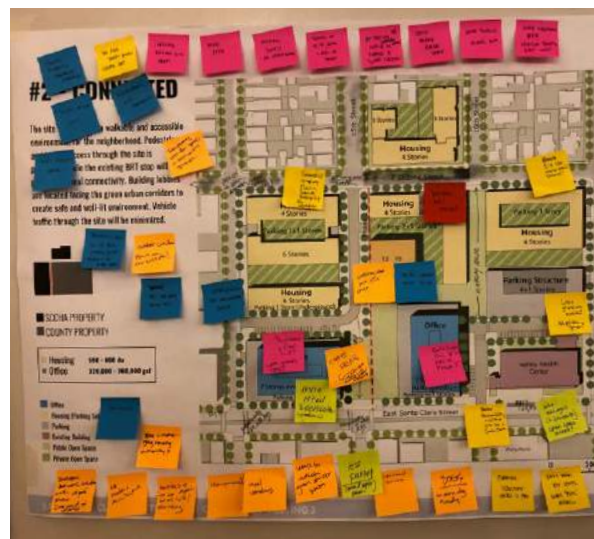
An additional public open house was held on April 18th prior to consideration of the Master Plan book by the SCCHA and CoSC Boards.



Presentation at Community Meeting #1



Walk-in Exercise at Community Meeting #2



Feedback Station at Community Meeting #3



Table Exercise at Community Meeting #4

3.5 SCCHA + COSC BOARD MEETINGS

Three sets of Board Meetings were scheduled to be held during the master planning process. For each set of Board Meetings, there was one for the SCCHA Board of Commissioners (BOC) and one for the CoSC Board of Supervisors (BOS). Both meetings were open to the public.

1. Board Meeting Set #1 - Site Alternatives

The first board meeting was held after Community Meeting #2 for the design team to present project vision, priorities and challenges, Community Meeting key takeaways, and site plan alternatives.

2. Board Meeting Set #2 - Preferred Master Plan

The second board meeting was held after Community Meeting #3 for the design team to present stakeholder comments / response, planning principles and design themes, and preferred Master Plan and next steps.

3. Board Meeting Set #3 - Final Master Plan

The third board meeting was held after Community Meeting #4 and an Open House to present this Master Plan document.

	Feedback from Board Meeting Set #1	Response
SCCHA BOC	Site Access <ul style="list-style-type: none"> Access for disabled persons and emergency vehicles should be considered 	<ul style="list-style-type: none"> Accessibility on site will accommodate all, including emergency vehicle access
CoSC BOS	Experience <ul style="list-style-type: none"> Appropriately sized retail should be included to serve community More detail on what types and how much retail needs to be provided 	<ul style="list-style-type: none"> 4,000 square feet of retail for Office Building I; studying cafe feasibility 7,000 - 14,000 square feet of retail for Office Building II; studying potential retail fronting on East Santa Clara Street, in discussion with the City of San José
	Site Access <ul style="list-style-type: none"> Good bike circulation should be integrated into the surrounding network 	<ul style="list-style-type: none"> Bike access is integrated
	Density/Program <ul style="list-style-type: none"> Density should be accommodated in a centralized housing tower Consider making the project taller than 140' to accommodate more housing units 	<ul style="list-style-type: none"> A housing tower is shown in the middle of site (on CoSC Property), with height from 140' - 180'

	Feedback from Board Meeting Set #2	Response
SCCHA BOC	Program <ul style="list-style-type: none"> Office Building I should be self-parked and not rely on the surface parking on other parcels nor the parking garage Housing should provide adequate parking for residents 	<ul style="list-style-type: none"> Office Building I will be designed to include enough parking spaces to accommodate office parking needs in this building Further study of typical parking needs in the SCCHA portfolio will be completed
	Housing Affordability <ul style="list-style-type: none"> Include more detailed Area Median Income levels for the housing developments The lowest income groups should be engaged during the master planning process 	<ul style="list-style-type: none"> SCCHA staff will propose an agency-wide Area Median Income policy for new development projects, including SCCHA housing at the East Santa Clara site Additional outreach was conducted to engage homeless and formerly homeless groups
CoSC BOS	Building Design <ul style="list-style-type: none"> Ground floor space should be designed to adapt for potential future retail needs 	<ul style="list-style-type: none"> Noted in the Master Plan book that space allocated for SCCHA's Customer Service Center will be designed to be adaptable for potential future retail needs
	Street Experience <ul style="list-style-type: none"> Distance between the building and sidewalk should be compatible with the surrounding neighborhood along North 15th and 16th Streets to protect the visual corridor and experience looking south on 15th and 16th Streets 	<ul style="list-style-type: none"> Distance between the edge of the proposed building and the inner edge of the sidewalk along North 15th and 16th Street will be $\pm 20'$; design will be compatible with the surrounding neighborhood

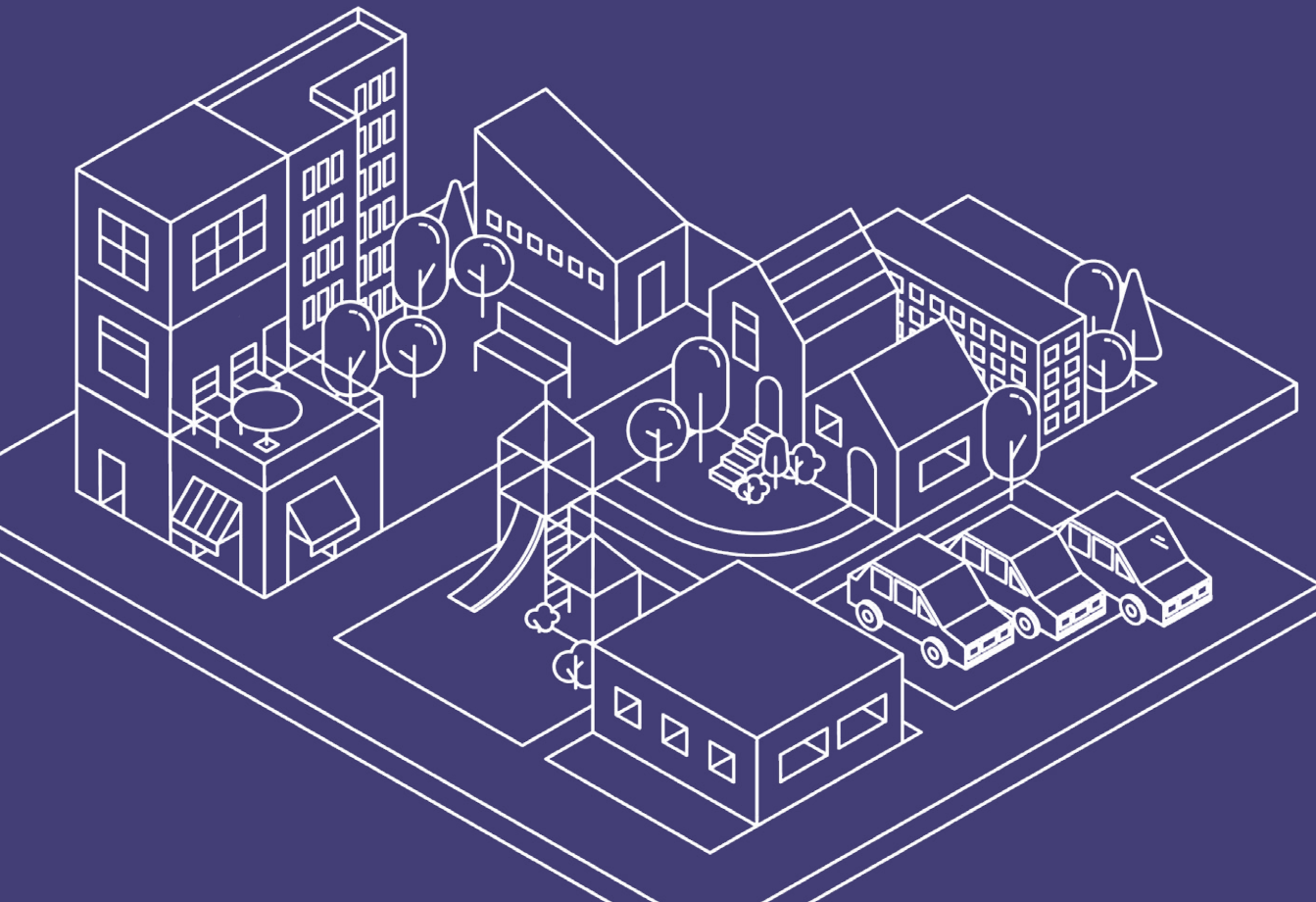
3.6 STAKEHOLDER TAKEAWAYS

Below is a summary of the main takeaways that emerged from the stakeholder engagement process. The takeaways include topics raised during the public Community Meetings as well as the focus groups and small engagement and stakeholder meetings.

Topic	Comments	Response
Project Vision	<ul style="list-style-type: none"> • Create an integrated mixed income community • Provide hope and opportunity to low income and formerly homeless residents 	<ul style="list-style-type: none"> • Mission of SCCCHA + CoSC is to develop affordable housing solutions • Specific type and the income levels targeted will be determined building by building based on priorities and available funding over time and agency policies
Activation	<ul style="list-style-type: none"> • Ensure activation along East Santa Clara Street and on the ground floor of the housing buildings, as well as the plaza • Spaces should be activated at all times of day and begin early in the development process • Include more neighborhood serving retail • The SCCCHA Customer Service Center should be on the ground floor to provide a safe and welcoming client experience • Include spaces for programs and services 	<ul style="list-style-type: none"> • Retail and the SCCCHA Customer Service Center will activate East Santa Clara Street and serve the community • Housing building ground floors will house residential services, entrances, and community rooms to activate areas in the northern portion of the site
Green & Open Spaces	<ul style="list-style-type: none"> • Include spaces for neighborhood gathering • Make the open spaces more green with less pavement • Maintain adequate setbacks along North 15th, 16th, and East St John Street • Provide spaces for group programming such as a farmers market, exercise classes, and a children's play area • Include green spaces with benches for peace and quiet • Integrate local art into the outdoor spaces 	<ul style="list-style-type: none"> • A connected open space network is designed in the Master Plan • Larger distance between street and proposed building along 15th and 16th street is proposed • Detailed design of the open space including programming will be conducted during the entitlement phase

Topic	Comments	Response
Traffic & Parking	<ul style="list-style-type: none"> • Include traffic calming features and pedestrian crosswalks • Study the traffic impacts and make the data and the mitigations transparent to the public • Include less parking: garage adaptable to another land use for the future • Encourage transit use and minimize car usage • Provide residential permit parking program for the JJNA neighborhood 	<ul style="list-style-type: none"> • Slow traffic measures will be taken on internal streets • SCCHA + CoSC will work with City of San José in determining responsibility of other traffic calming measures proposed in the East Santa Clara Urban Village Plan • Traffic studies will be conducted during the entitlement phase
Circulation	<ul style="list-style-type: none"> • Connect the Julian St. James and Naglee Park neighborhoods • Close 15th and 16th Street to through traffic • Prioritize pedestrian and bike pathways 	<ul style="list-style-type: none"> • The Master Plan emphasizes pedestrian and bicycle priority on 15th and 16th Street while not allowing through vehicular traffic
Density & Height	<ul style="list-style-type: none"> • Concentrate density and height along East Santa Clara Street and in the center of the project • Respect the surrounding residential neighbors 	<ul style="list-style-type: none"> • The Master Plan shows a 140'-180' housing tower in the middle of site, shadow studies showed minimal impact to the neighbors • Other areas of the site are well below the height limit
Management & Project Coordination	<ul style="list-style-type: none"> • Ensure a safe environment by creating a coordinated maintenance plan • Provide an ongoing way to solicit public feedback and get information out after the completion of the Master Plan 	<ul style="list-style-type: none"> • Public spaces will be maintained by professional management services • SCCHA + CoSC are public bodies that can be approached by any member of the community and will continue to actively engage the communities after the completion of the Master Plan; various public hearings will be available during entitlement phase

FINAL DRAFT



04 DESIGN

4.1 Master Plan Goals

4.2 Planning Principle Themes

4.3 Open Space Framework

4.4 Program

Housing | Office | Retail | Circulation | Parking

4.5 Site Plan

4.6 Built Form

4.7 Building Sections

4.8 Look and Feel

4.9 Shadow Study + Solar Impacts

4.10 Phasing

4.1 MASTER PLAN GOALS

MASTER PLAN GOALS

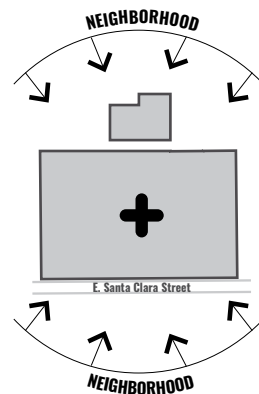
The goal of the East Santa Clara Master Plan is to create a highly integrated mixed-use project that builds a diverse set of housing opportunities for different affordability levels, provides flexible office space for the Santa Clara County Housing Authority and the County of Santa Clara, creates retail on the site, and offers a variety of open spaces that support a range of activities. The Master Plan seeks to promote health and wellness as the foundation of this community.



IMPLEMENTATION OF MASTER PLAN GOALS

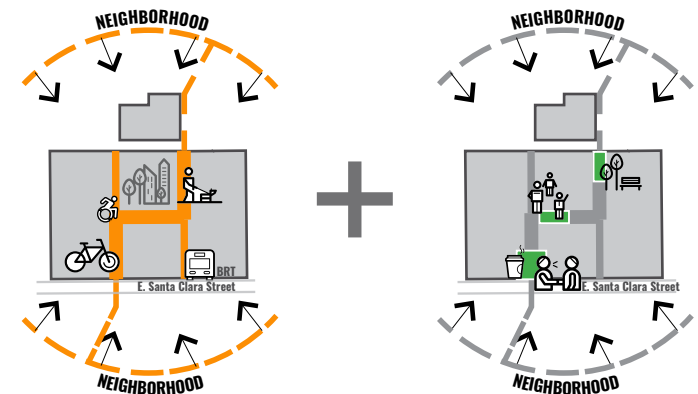
- Create a safe and inviting center for the community
- Create relationship to the neighborhood context
- Balance housing and office program needs
- Seek to maximize the amount of housing
- Prioritize the pedestrian experience through active and usable spaces
- Provide adequate parking for residents, employees, and visitors
- Provide a flexible design to meet future economic goals

Former hospital site



- Underutilized site

East Santa Clara Master Plan



- Providing housing – the foundation of community wellness
- Promote physical activity
- Open space for recreation

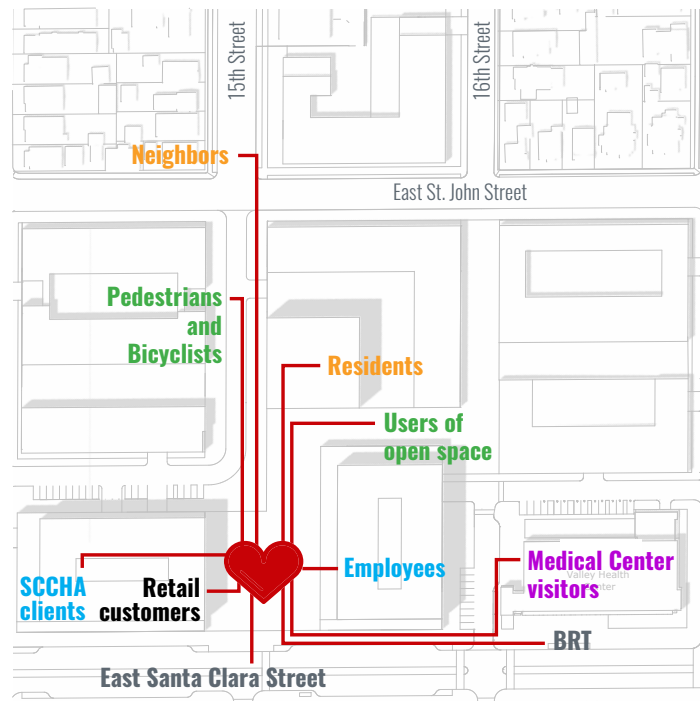
- Encourage social interaction
- Achieve long-term sustainability

CONCEPT DIAGRAM

The Master Plan provides housing, office, retail, and open space programs for the residents, employees, customers, and neighbors. The open space heart along East Santa Clara Street is connected to the people and life of the community by pedestrian and bicycle access, limited vehicular access and BRT.

Residents will have housing that provides light and air, access to open space, and be inclusive for a variety of income levels. The employees in the office buildings will experience flexible and efficient buildings that foster employee wellness. The housing and office buildings are

connected together by an open space with amenities and programs providing comfortable gathering spaces, activity areas, shade canopies, green infrastructure, exercise zones, and green infrastructure for the community.



- Flexible + efficient buildings foster employee wellness
- Customer Service Center serves people in need of affordable housing



- Provide plentiful light and air
- Access to open space
- Inclusive for a variety of income levels

4.2 PLANNING PRINCIPLE THEMES

These planning principle themes were informed by the site analysis, stakeholder visioning, and the input gained from the Community Meetings. The planning principle themes provide design decision guidance in order to achieve a master plan with a desirable outcome that meets the key master plan goals.

PRINCIPLE 1 - INVITING

The site will be an inviting and inclusive asset for residents, office workers, neighbors, and visitors. The housing, office, and retail mix will create a vibrant, diverse and multi-generational place, encouraging people to interact and utilize the open space that provides an environment for a range of outdoor activities.



PRINCIPLE 2 - CONNECTED

The site will serve as a walkable and accessible environment for the neighborhood. Pedestrian and bicycle access through the site is prioritized while the existing BRT stop will provide regional connectivity. Building lobbies are located facing the green urban corridors to create safe and well-lit environments. Vehicle traffic through the site will be minimized.



PRINCIPLE 3 - ADAPTIVE

The Master Plan sets a framework where each building will be an individual project to ensure flexibility and adaptivity to the market and available affordable housing financing. Construction will be phased in order to meet economic and growth goals. A focus on sustainable buildings will lower life-cycle operations and maintenance costs, while climate-sensitive open spaces will be designed to meet the community needs.



4.3 OPEN SPACE FRAMEWORK

The Master Plan is framed by inviting and connected open space. The design of future buildings can be adaptive while maintaining the character of the Master Plan.

1. Connecting Neighborhoods

The Master Plan connects the Naglee Park and Julian St. James neighborhoods through two main north-south connections. East-west connectors complete the network.

2. Entries

There are six pedestrian entries into the site. The primary entry is on E. Santa Clara Street and 15th Street, where a plaza will be located.

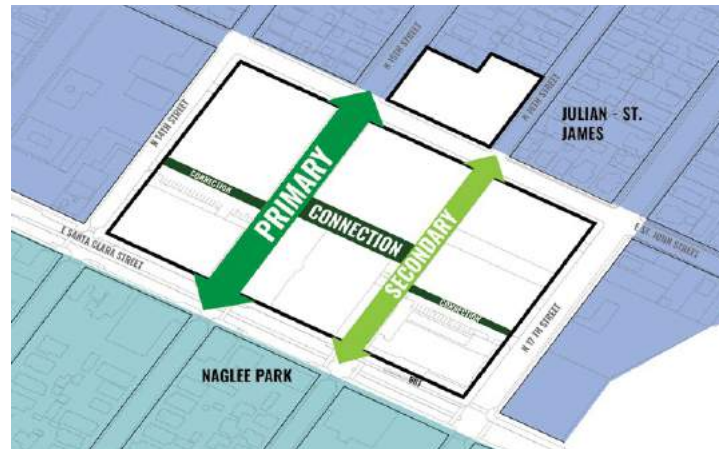
3. Establish View Corridors

View corridors through 15th Street and 16th Street will be maintained to ensure safety.

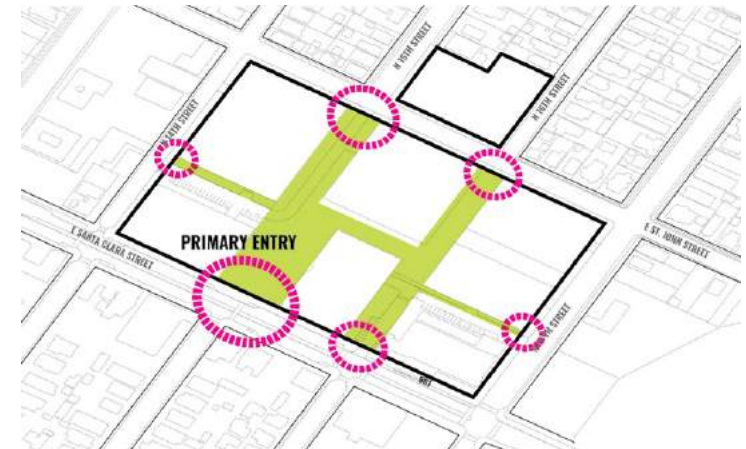
4. Pedestrian/Bike/Vehicle Access

The open space connections are accessible by pedestrians and bikes. No through-traffic is allowed on 15th and 16th Street. Internal vehicular access is designed for parking access and loading.

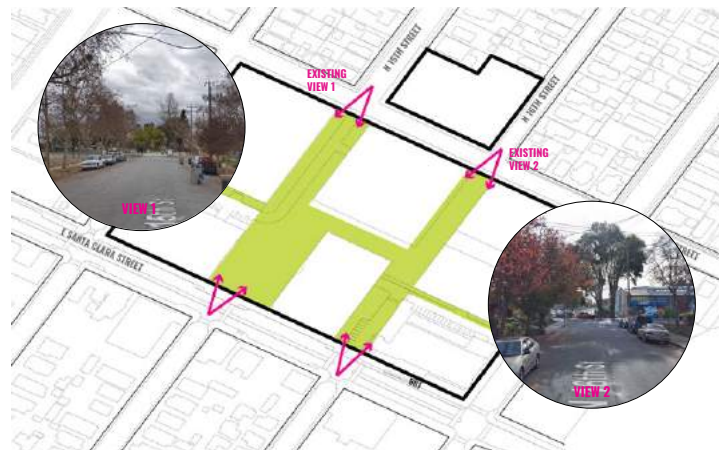
1. CONNECTING NEIGHBORHOODS



2. ENTRIES



3. ESTABLISH VIEW CORRIDORS



4. PEDESTRIAN / BIKE / VEHICLE ACCESS



4.4 PROGRAM

 **Housing**
550 - 800 dwelling units

- Multi-Family Housing + Supportive Services

 **Office**
320,000 - 360,000 gross square feet

- Santa Clara County Housing Authority Office
- County of Santa Clara Offices

 **Retail**
5,200 - 11,300 usable square feet

- Ground Floor Retail

 **Circulation**

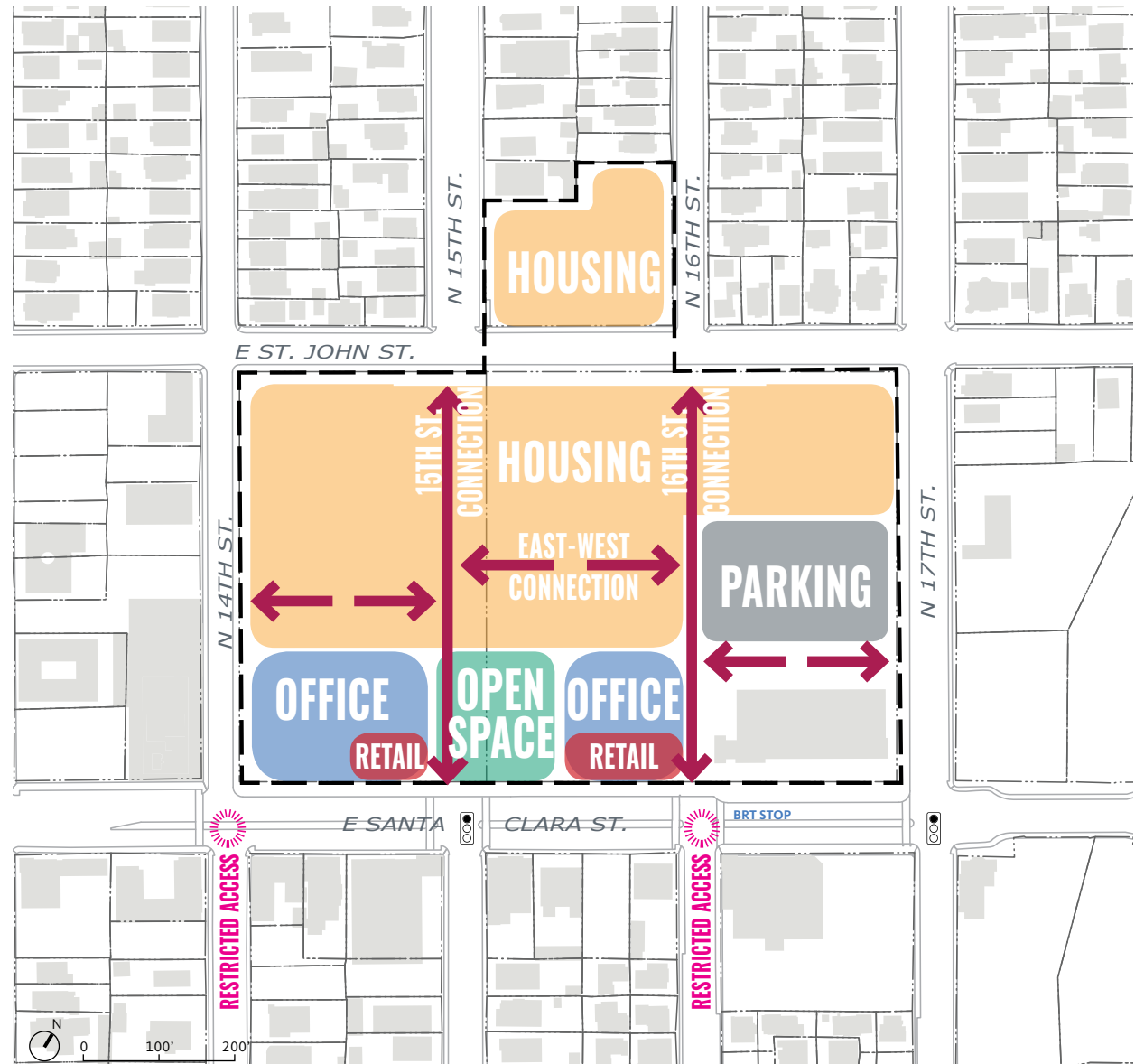
- New Pedestrian Connections
- Vehicular Access to Parking
- Bike Circulation
- Emergency Vehicle Access
- Patient Pickup/ Drop Off

 **Parking**

- Office Parking
- Retail Parking
- Residential Parking
- Valley Health Center Parking
- Medplex Parking

 **Open Space**

- Family and Community Gathering Space



The following pages describe the program in more detail.

HOUSING

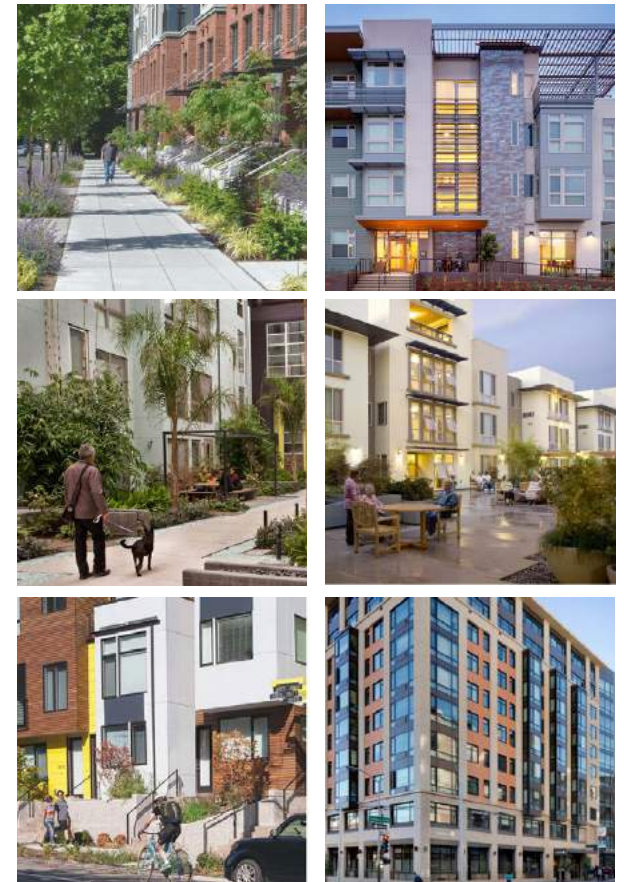
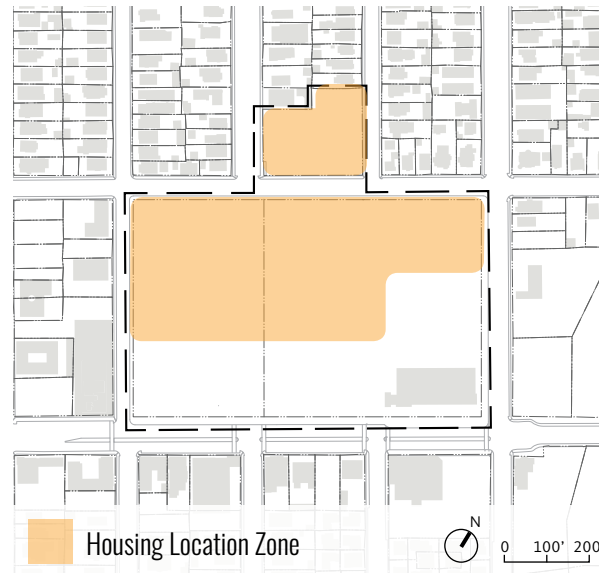
Type + Affordability

CoSC and SCCHA are charged with facilitating the development of affordable housing. CoSC and SCCHA will work together to establish appropriate affordability levels across the site and will aim to complete this work by the end of 2019. These goals will guide the residential development for the site.

Housing Tower

A housing tower of 140' to 180' tall is proposed near the center of the site, for the following reasons:

- Accommodate density in a centralized location
- Focus height away from surrounding houses
- Include a variety of income levels

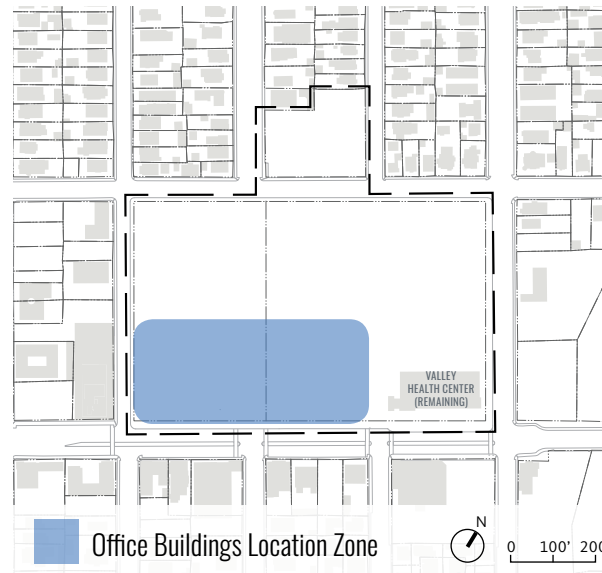


OFFICE

The office buildings will be designed as flexible and efficient buildings that foster employee wellness. It will create a welcoming and accessible environment for public service.

SCCHA Customer Service Center

An approximately 12,000 square foot Customer Service Center (CSC) will be located on the ground floor of the first office building at 14th Street and East Santa Clara Street. The space will be designed to be adaptable for potential future retail needs. The location of the CSC needs to be as easy to locate and enter as possible for the vulnerable populations who need to access its services. Being located on the first floor makes the CSC visible and therefore more welcoming for the community being served.



RETAIL

The design team conducted a high-level study of retail demand in the area and concluded a total of 5,200 - 11,300 usable square feet (USF) of retail is appropriate for the site to be successful. SCCHA and CoSC are considering a cafe, grocery store, and other similar elements, which may include:

Quick Service Food + Beverage / Coffee:
3,000 to 6,700 SF

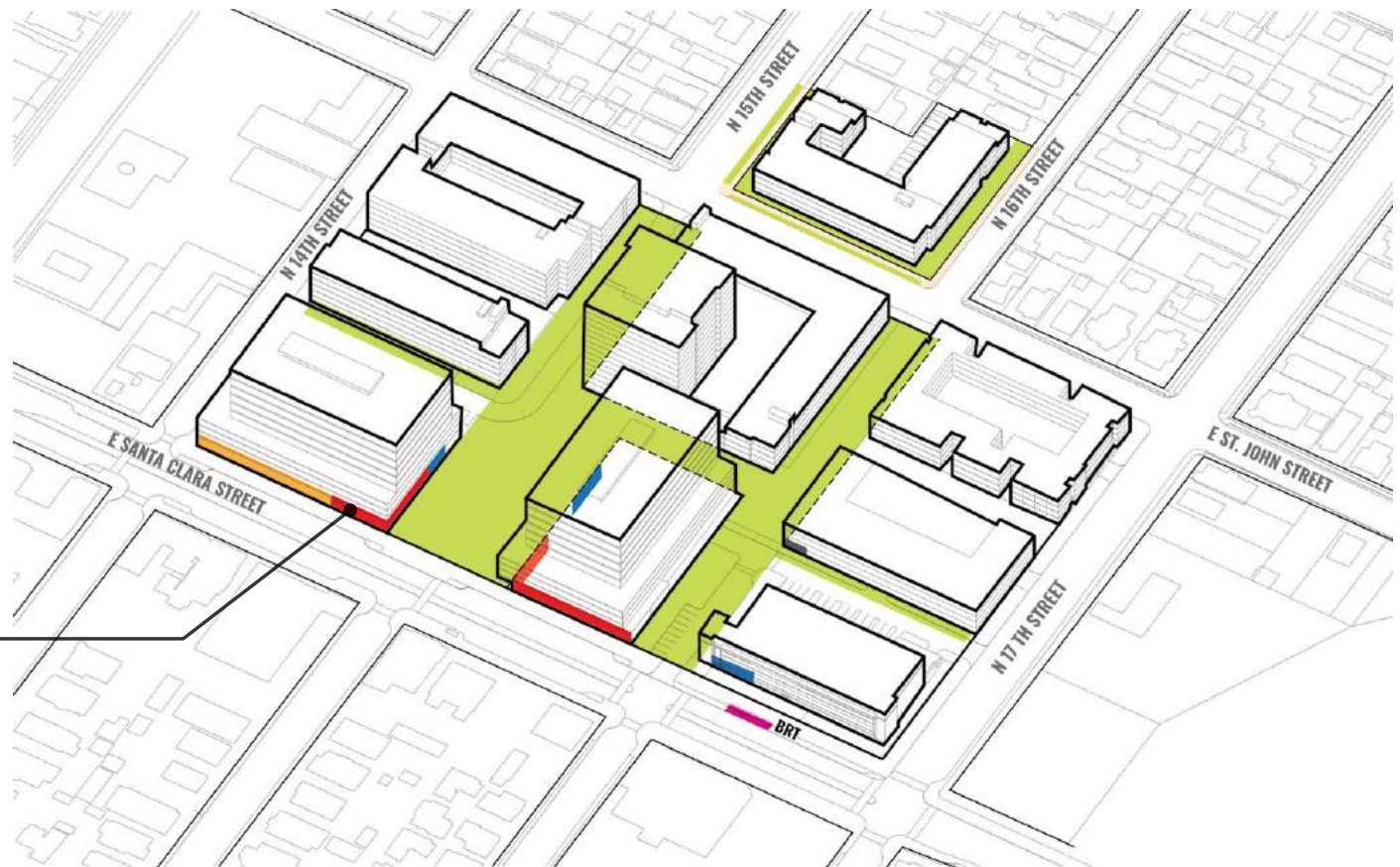
Convenience / Grocery:
Up to 4,600 SF

±4,000 SF Cafe/Retail



- Retail
- SCCHA Customer Service Center
- Office Lobbies

Please reference the full retail report in the appendix.






CIRCULATION

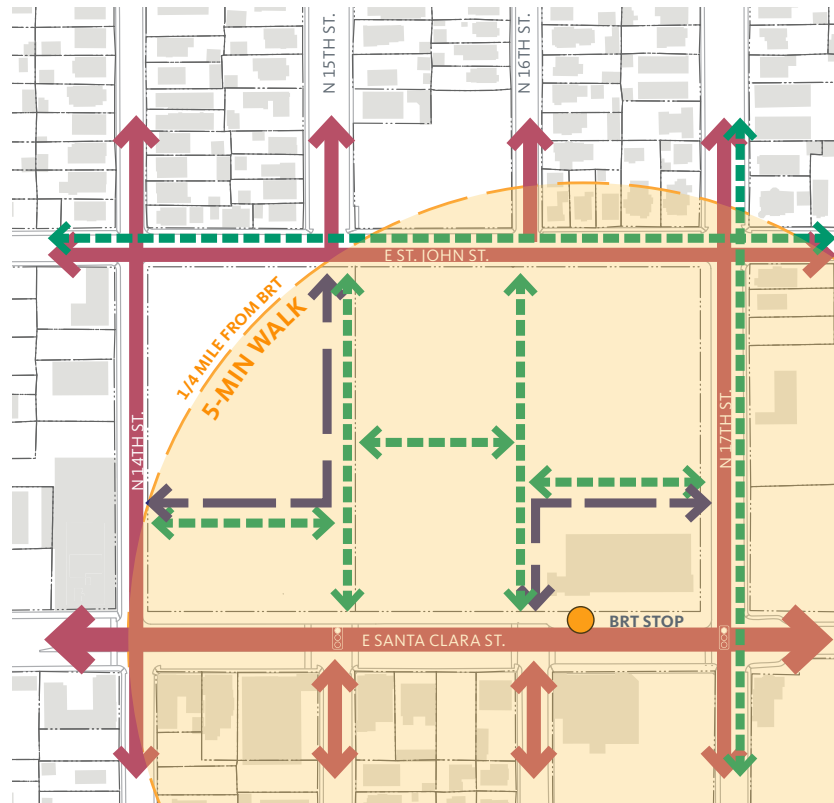
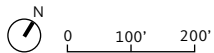
Pedestrian + Bike

The site provides ample pedestrian and bicycle access to and through the site, including from the neighborhood to the north to the Bus Rapid Transit (BRT) stop on East Santa Clara Street and 17th Street.

Vehicular

The design does not allow through vehicular traffic, and the Master Plan aims to minimize vehicle traffic traveling through the site. Pick-up / drop-off and access to parking are provided primarily on internal streets.

-  Public Streets
-  Vehicular Access
-  Pedestrian and Bike Access
-  1/4 Mile Radius from BRT Stop

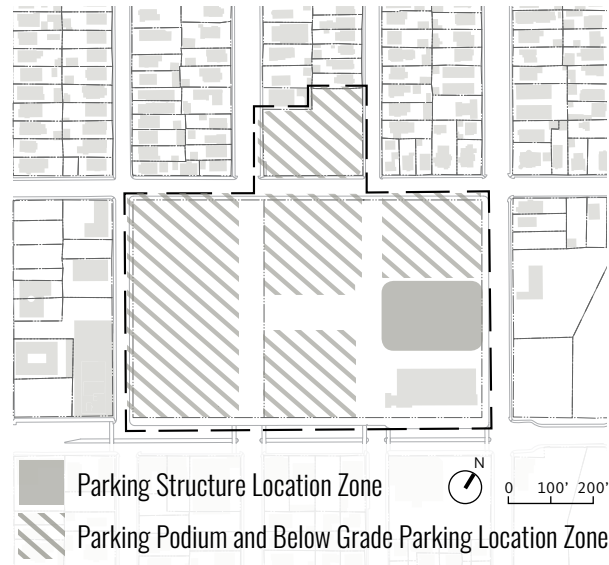


PARKING

Most buildings in the Master Plan will be self-parked — parking required for the building will be provided within the same building footprint, including all housing projects and the office building on 14th Street and East Santa Clara Street.

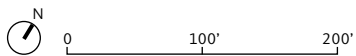
The parking garage on 17th Street will be built to accommodate those surface parking spaces serving the Valley Health Center and Mediplex buildings which will be lost once housing is built. When the Mediplex building is replaced by the second office building, the Mediplex parking in the parking garage will become office building parking.

Retail parking will be accommodated on-street as well as on site.



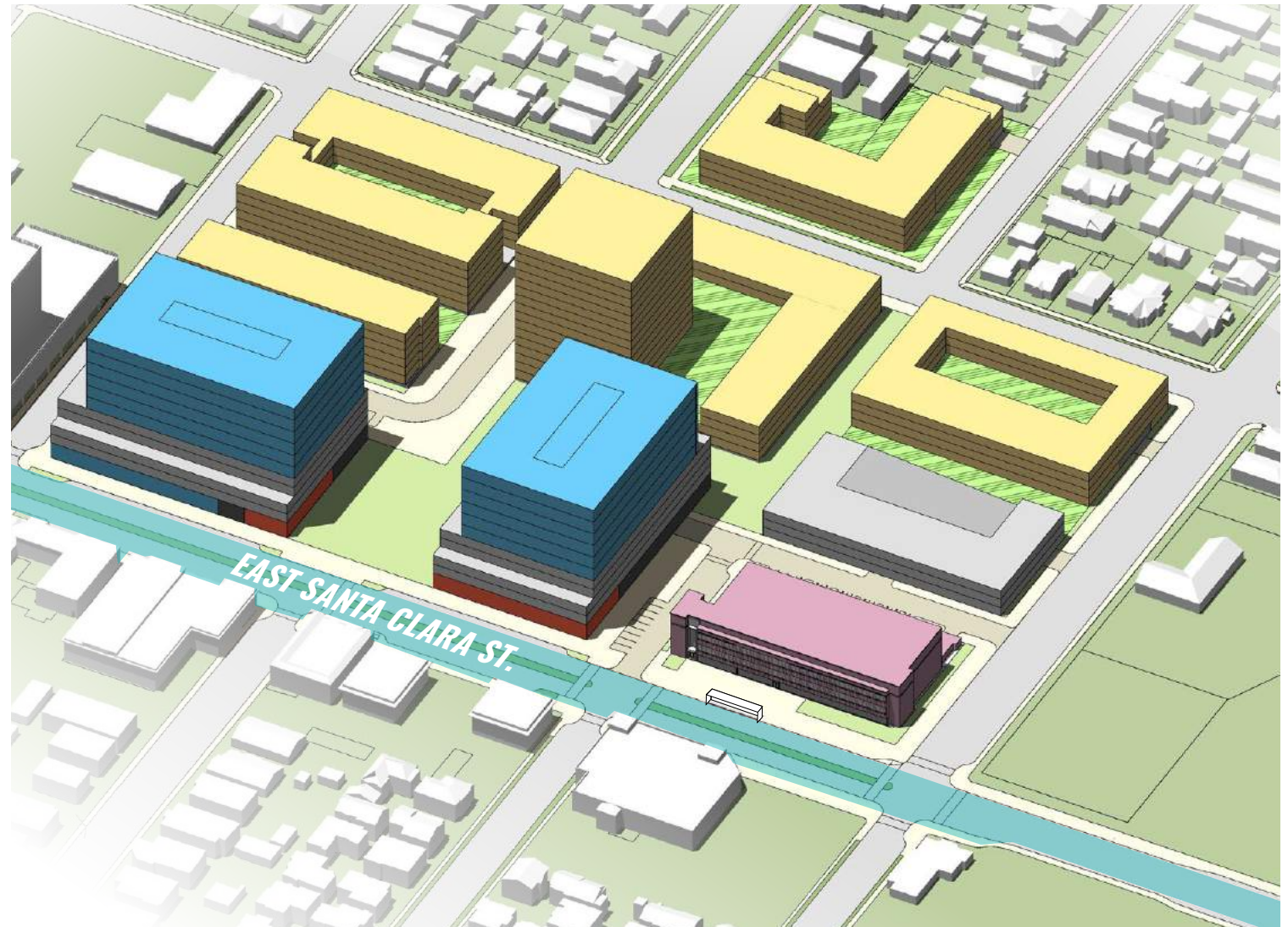
4.5 SITE PLAN (FULL BUILD-OUT)

- Office
- Housing (Parking Self Contained)
- Parking
- Existing Building
- Plaza
- Pocket Park
- Private Open Space
- Cafe/Retail Seating Zone
- Pedestrian and/or Bike Path
- Limited Vehicular Traffic



4.6 BUILT FORM

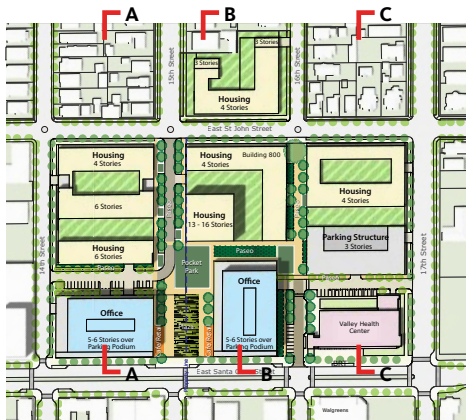
The office buildings and housing tower anchor the site and create edges for the plaza. The anchoring buildings will define the skyline in this area and create a new destination for the neighborhood. The scale of the development will contribute to the density of activity that makes a city energetic and attractive. Other housing buildings are designed at 3-4 stories to create a transition to the surrounding neighborhoods.



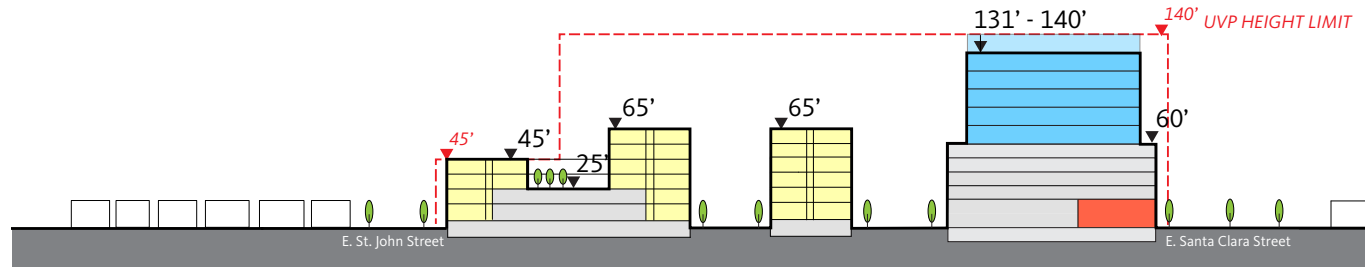
4.7 BUILDING SECTIONS

Building sections are shown on the right, indicating the number of floors for office, housing, and parking.

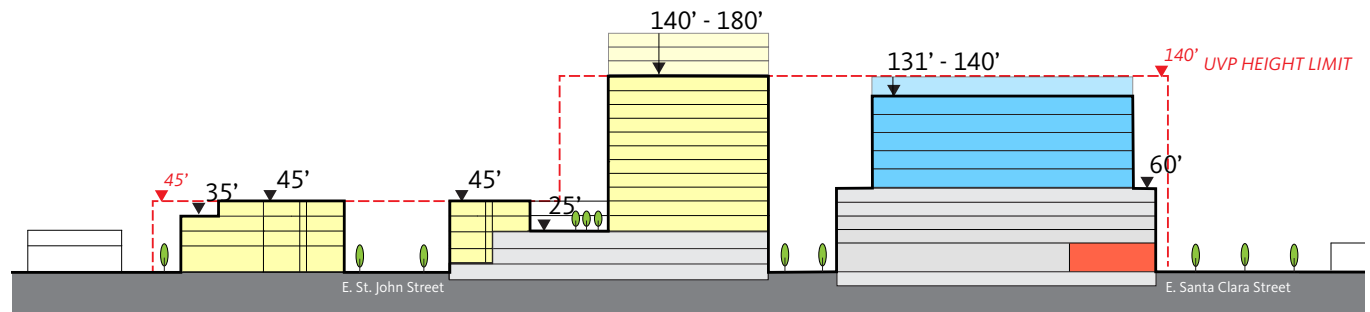
A geotechnical report for the Valley Health Center indicated ground water encountered in two deeper borings at depths of 18 and 24 feet below current grades, corresponding to approximately Elevation 64. to 66. feet (MSL datum). Therefore underground parking may be limited.



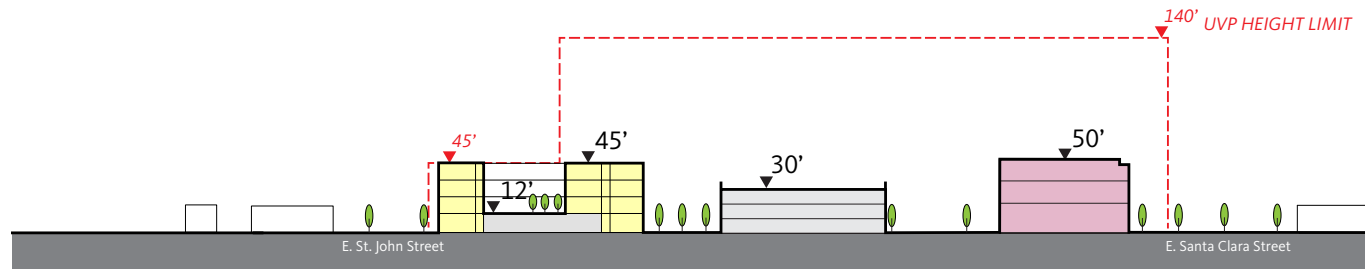
Key Plan



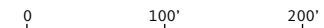
Section A-A



Section B-B

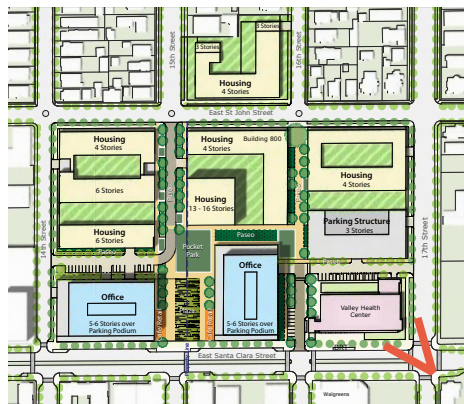
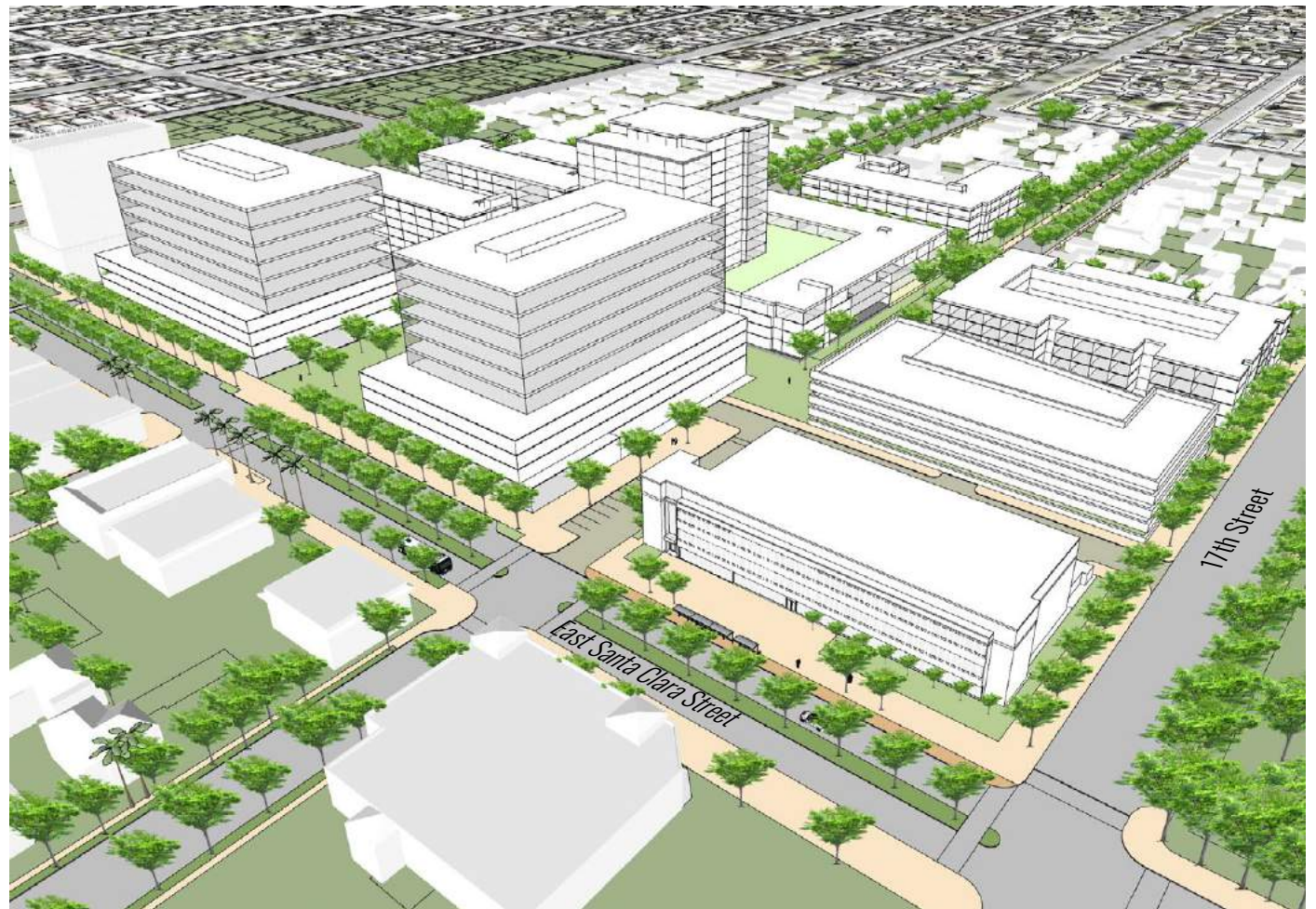


Section C-C



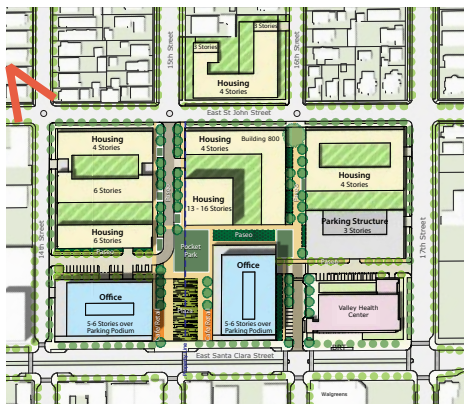
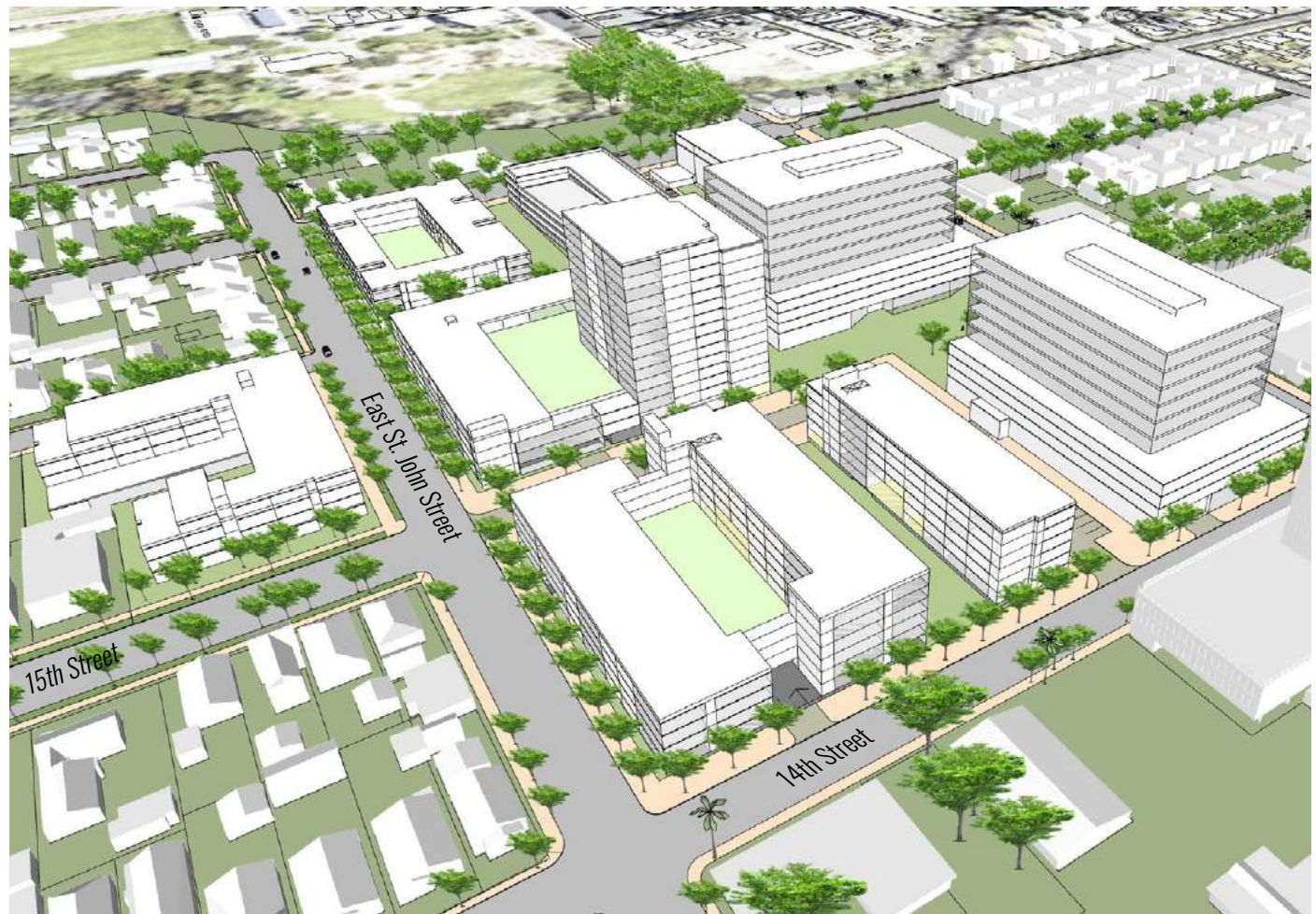
4.8 LOOK AND FEEL

In order to make East Santa Clara Street active and walkable, the Master Plan placed office buildings' ground floor facades at the back of the sidewalk to create an urban edge. The office buildings will activate East Santa Clara Street and the Plaza with ground floor retail and community-based services fronting the street and the open space.



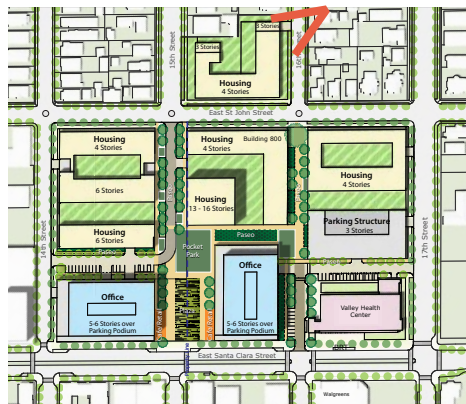
Key Plan

New housing buildings on East St. John Street will create a nice street experience for this bike-friendly street. Sufficient distance from the street will be given to keep a pleasant walking experience on sidewalks.



Key Plan

The housing proposed for the north side of St. John Street is situated within an established neighborhood of one and two story single family residences. To help the building fit with the character of the neighborhood, it will be no more than 45 feet high and the facades will be at least 20 feet from the present sidewalk.



Key Plan



4.9 SHADOW STUDY + SOLAR IMPACTS

SHADOW STUDY

A shadow study was conducted to illustrate shadows casted on the neighborhood during the summer solstice, equinox, and winter solstice.

The shadow study demonstrates that the building height and placement has minimal daylight impacts on the neighborhood.

SUMMER SOLSTICE

EQUINOX

WINTER SOLSTICE

9AM



12PM



4PM



SOLAR IMPACTS

Energy efficient design begins with mitigating solar and exterior loads on a building. This requires appropriately designed facades which manage heat transfer and use shading to limit direct solar radiation.

The façade parameters to the right are prescriptive requirements as provided in the Title 24 2016 energy code. These prescriptive façade requirements are optimized for each climate zone using cost-benefit energy modeling analysis. The current requirements are strict and challenging for existing technology. In the upcoming iteration of Title 24, these requirements are likely to be slightly stricter. Future code development may even require tighter standards using technologies such as thermally broken façade components.

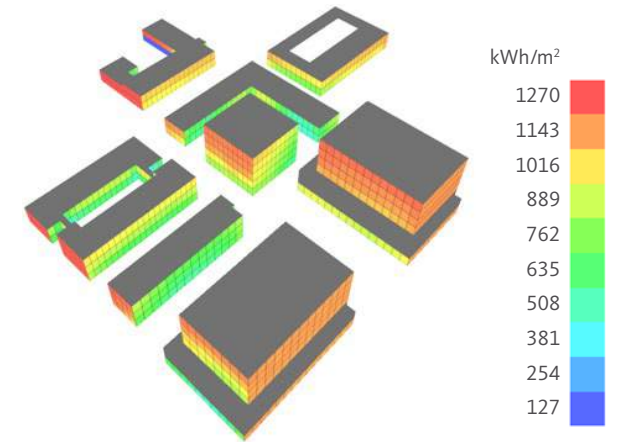
To meet these requirements, a series of design approaches should be explored and tailored to each use type and façade, including:

- Wall systems with higher thermal performance
- Balancing window-to-wall ratio to improve daylighting potential and views while also minimizing thermal gain and loss where inappropriate
- Use of fixed or dynamic shading (i.e., overhangs, fins, blinds) in lieu of strong solar control glass to maximize daylight and views.
- Optimization of façade shading strategy by elevation (and orientation)

Component	U-Value	Solar Heat Gain Coefficient (SHGC)
Roof	0.041	-
Wall	0.062	-
Curtain wall	0.41	0.26
Fixed window	0.36	0.25
Operable window	0.46	0.22
Slab	0.071	-
Shading	-	-

California Energy Code Title 24-2018 Prescriptive Façade Requirements. These are a minimum standard for the project.

We recommend that façade shading analysis be conducted when building massing is completed. This analysis tests the impact of wall, roof, window, floor, and shading on energy performance, daylighting potential, and occupant well-being. Such a holistic approach lends insights that are oversimplified in the prescriptive requirements, such as the balance between solar heat gain (which increases cooling energy) and daylighting (which decreases lighting energy). Ultimately façade analysis will indicate an optimal solution that balances first cost, life cycle costs, energy savings, and occupant comfort.



Preliminary façade radiation study. Areas with higher radiation (orange/red) may require better glazing or shading.

Additionally, preliminary studies of the solar radiation on each façade, shown above for the south and west facades, indicate that 3' overhangs on the south facades can reduce heat gain by approximately 25%. Similarly, 3' fins on the west facing facades would help reduce peak heat gain by 33%. North and east facades receive significantly less direct radiation and are unlikely to require treatment. Other interventions, such as blinds, can help reduce further direct radiation, and specific strategies should be developed during the next phase of design.

4.10 PHASING

Each anticipated phase of the project results in a complete, activated environment, which can function independently of future phases. Phase I is the SCCHA property, approximately 5 acres, along 14th Street between East Santa Clara Street and East St. John Street. Phase II is the CoSC property, approximately 7 acres, along 17th Street between East Santa Clara Street and East St John Street. Phase III is the demolition of the Mediplex building and construction of a new office building along East Santa Clara Street.

Individual buildings in each phase may not be built at the same time. A building in Phase II may be built before all of the buildings are complete in Phase I.

□ Existing Buildings

■ Phase I

Total Housing: approx. 300 - 315 du
Total Office + Retail: 158,000 - 191,000 gsf

■ Phase II

Total Housing: approx. 250 - 485 du

■ Phase III

Total Office + Retail: 162,000 - 169,000 gsf

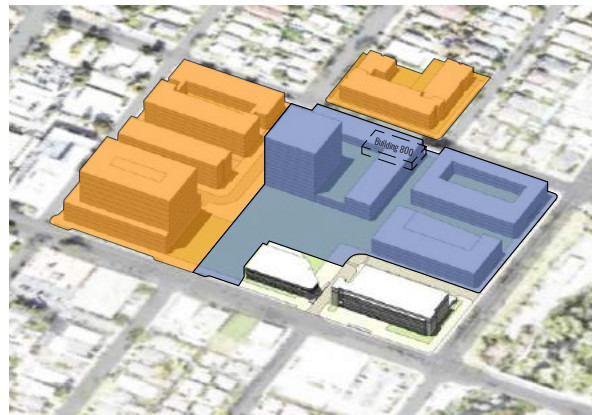
EXISTING



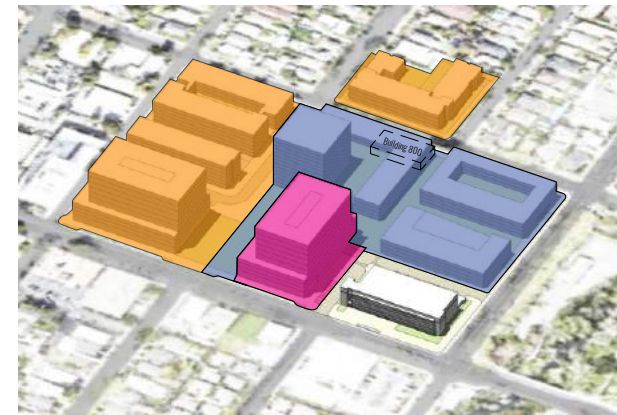
PHASE I



PHASE II



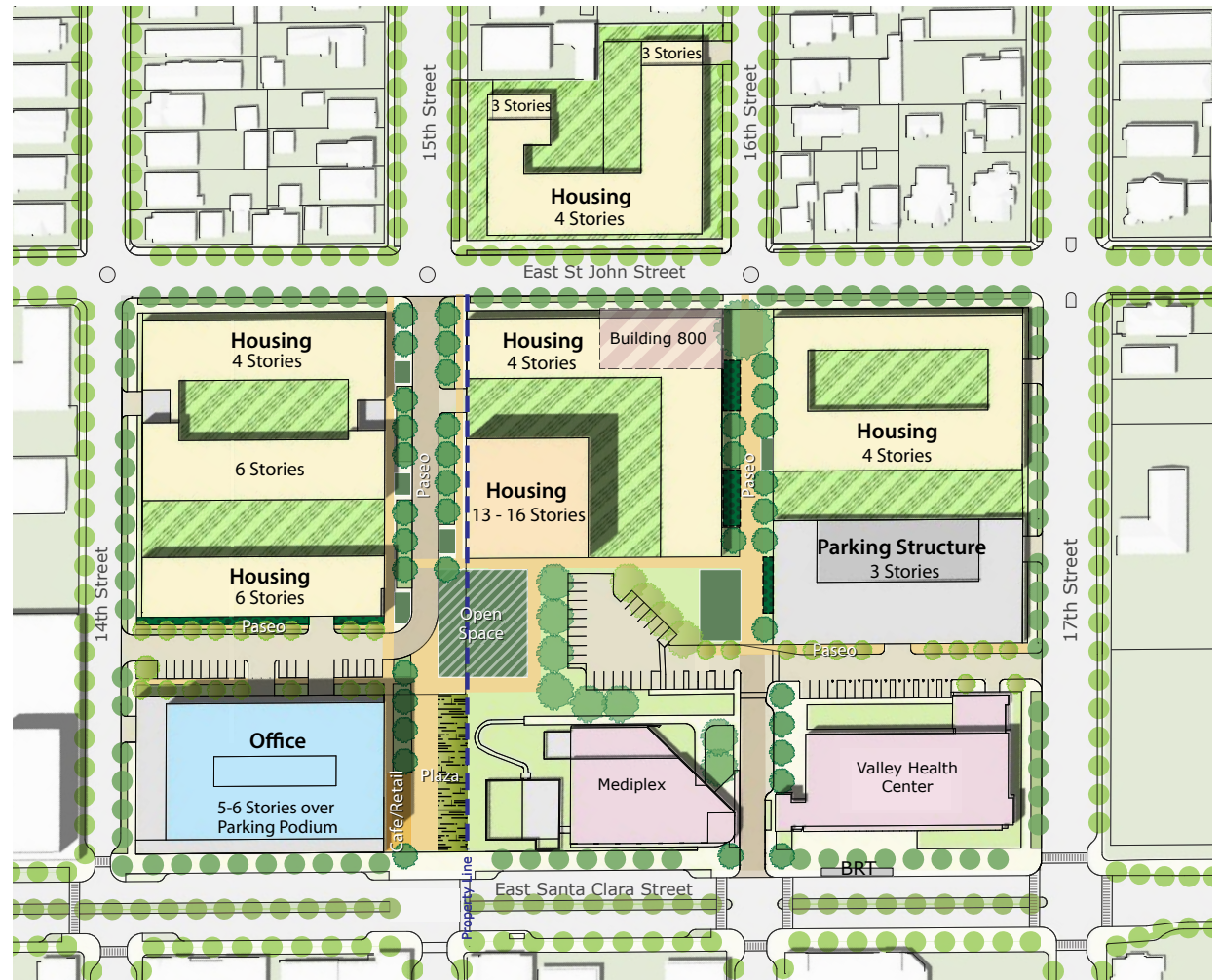
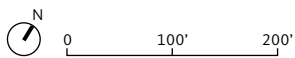
FULL BUILD-OUT



PHASE II PLAN

Before the Mediplex building reaches the end of its useful life, it will stay at its current location and occupied by CoSC office uses. The Phase II plan shown on the right indicates an intermediate status of the site.

- Office
- Housing (Parking Self Contained)
- Parking
- Existing Building
- Plaza
- Pocket Park
- Private Open Space
- Cafe/Retail Seating Zone
- Pedestrian and/or Bike Path
- Limited Vehicular Traffic



FINAL DRAFT



05 OPEN SPACE

- 5.1 Goals
- 5.2 Program
- 5.3 Structure
- 5.4 Character

5.1 GOALS

The landscape is envisioned to be a park-like setting that brings the community together and provides an opportunity to be close to nature in an urban setting. The spaces between the buildings should be designed to slow the movement of traffic and provide an opportunity for gathering spaces, a respite from the urban environment.

The spaces are to be inviting and engaging, providing a safe passageway to the residents and the neighbors. A plaza forms the central community open space on the site. To activate the plaza throughout the day, retail zones and building entrances facing the space will attract foot traffic. The landscape should be designed to foster health and wellness in keeping with the theme of the hospital that had occupied the site previously.

There is a spectrum of open space program that will be placed in public or private open spaces in the Master Plan.



5.2 PROGRAM

CONCEPTS

The program for the site caters to a variety of interest groups. The user group could be divided into six groups: office workers, residents of the new housing projects, SCCCHA Customer Service Center customers, Mediplex and Valley Health Center customers, retail entities/customers, and the local community. The Master Plan's open space program serves these six groups. Their needs are satisfied in open spaces with different sizes, including a plaza, pocket parks, paseos, and private courtyards. Program activities should be distributed throughout the site. Suggested programs for the public areas are:

1. Plaza

- Lawn / Artificial Turf
- Cafe / Retail Zone
- Seating Areas
- Pathways

2. Pocket Parks

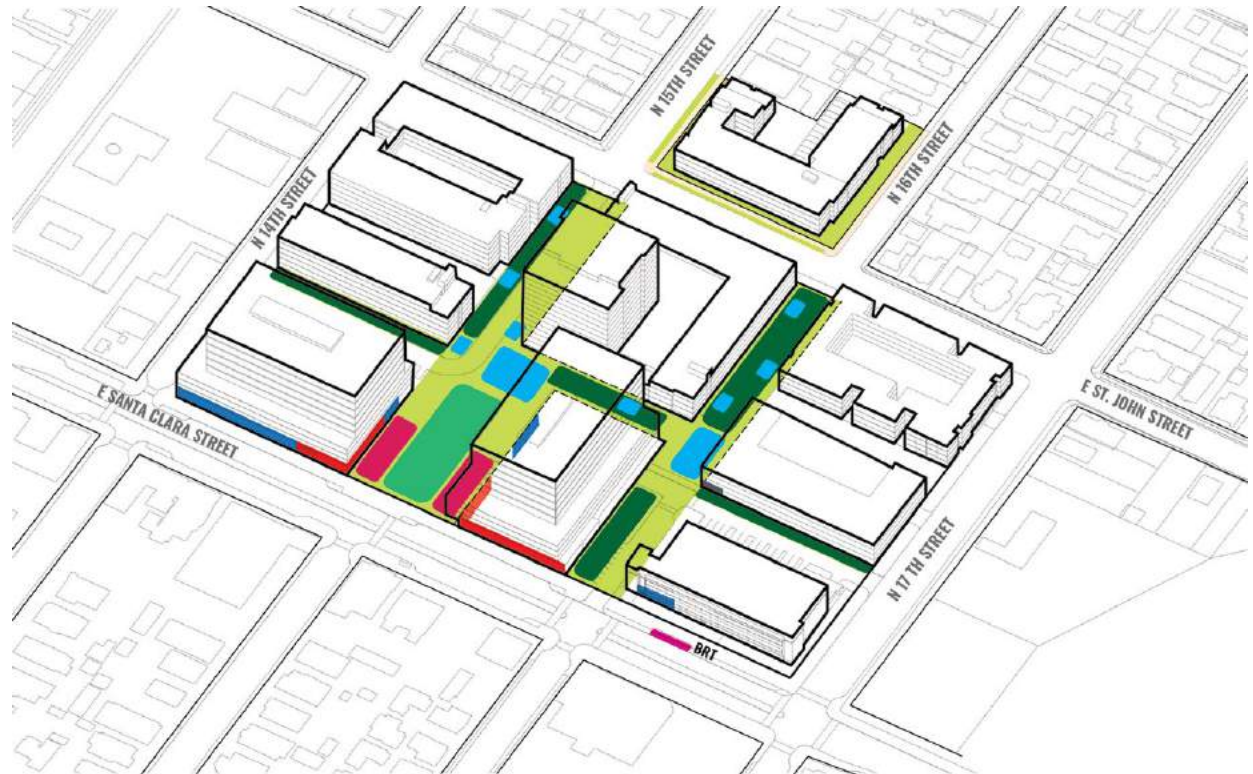
- Picnic Area
- Gathering Area
- Seating Area
- Game Table
- Nature Area

3. Paseos

- Jogging Loop
- Shared Bike Path
- Drop-offs

4. Other

- Stormwater Treatment
- Private Courtyards



- Plaza
- Pocket Park
- Paseo
- Cafe / Retail Zone

5.3 STRUCTURE

OPEN SPACE CONNECTIONS

The open space is organized by north-south and east-west connections that ensure accessibility through the site. Each of these connections has a unique character. Images that show the look and feel of each connection can be found on the following pages.

15th Street Connection

- Safe
- Slow traffic
- Active
- Inviting
- Engaging

16th Street Connection

- Calm
- Relaxing
- Inviting
- Engaging
- Safe

Other Paseos + Perimeter Streets

- Continuity
- Green Infrastructure
- Engaging

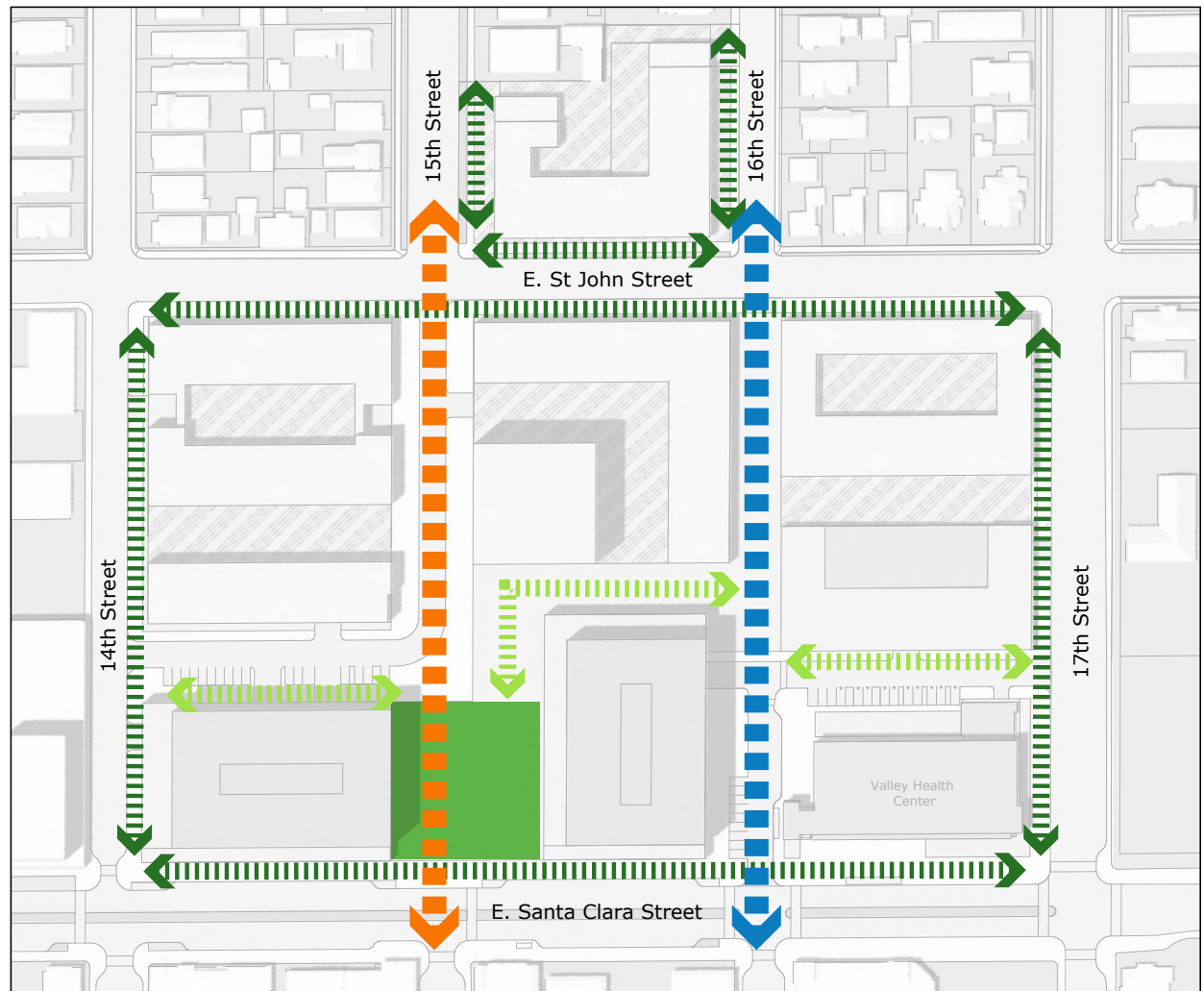
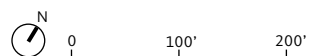
↔ 15th Street Connection

↔ 16th Street Connection

↔ Other Paseos

↔ Perimeter Streets

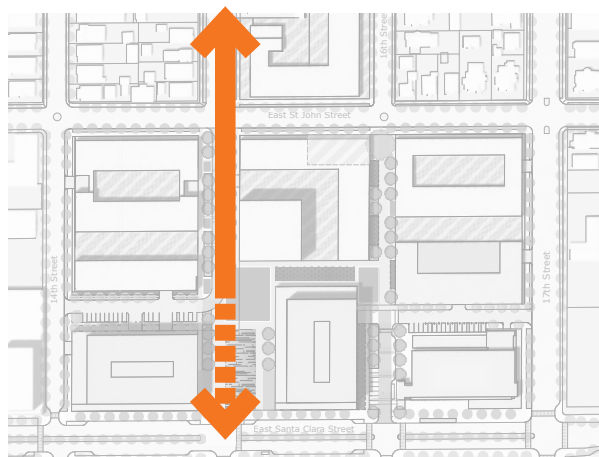
■ Plaza



5.4 CHARACTER

15TH STREET CONNECTION

The 15th street connection is the primary north-south connector on the site that is both a thriving urban space and includes an important vehicular street that provides access to lobbies and garage entrances. Along the street frontage, housing programs are placed to activate the street and to provide eyes on the street for safety. Although there is vehicular traffic on the north portion of this street, the street should prioritize pedestrian and bicycle use of the entire right-of-way while allowing traffic to move slowly. The use of street elements such as paving, planting, lighting, and furniture will activate the street by providing a variety of interests, especially closer to the entrance of the lobbies.



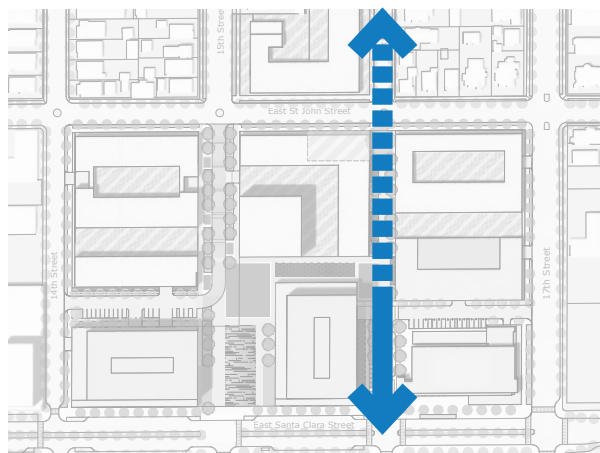
Key Plan

- ▬▬▬ Pedestrian/Bike Priority
- ▬ Slow Traffic Allowed



16TH STREET CONNECTION

The 16th Street connection is envisioned as a green corridor that allows for movement at a leisurely pace and spaces for people to sit and relax. The path should be wide enough to allow bikes to share the space with pedestrians in a safe way. Primary building entrances, stoops, and balconies are recommended along the pedestrian pathway to have eyes on the space for pedestrian safety.



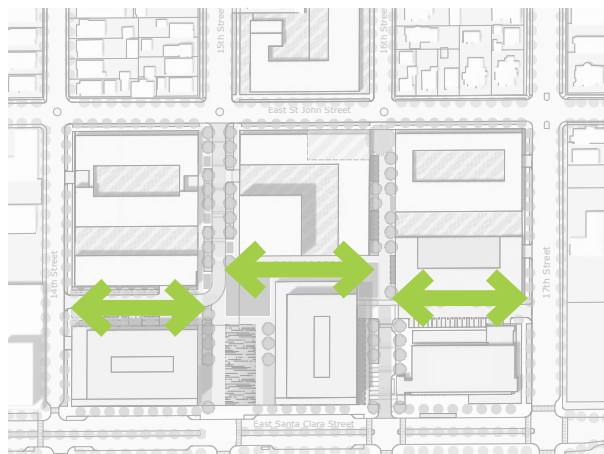
Key Plan

- Pedestrian/Bike Priority
- Slow Traffic Allowed



EAST-WEST PASEO

The east-west paseo strengthens the connectivity through the site. The central portion of this paseo is envisioned as a green communal space that is family-centric and fosters interaction and communal activities. The facades of the buildings along the paseo should provide visual interests for the passersby of the space. Paved areas shall be provided for a shared bike and pedestrian path.

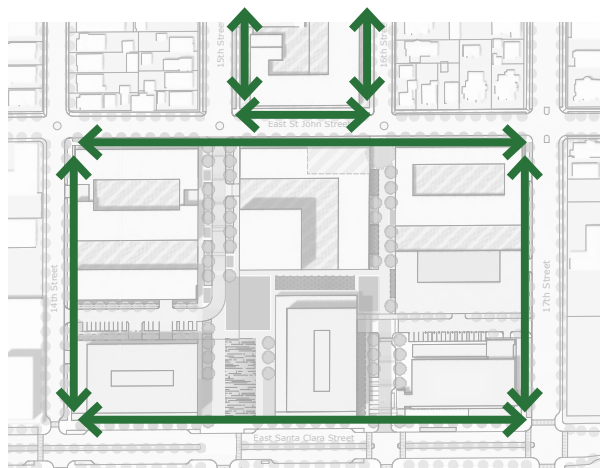


Key Plan



PERIMETER STREET

Sidewalks are envisioned as wide pedestrian ways lined with tall trees and understory planting that provide ample space for walking and casual interactions. Along Santa Clara Street, a wide sidewalk that has access to plazas, outdoor eating and display areas, or other uncovered areas designed and accessible for public use should be designed. Building entrances, stoops, and balconies are recommended along these streets to create visual interest and have eyes on the street for pedestrian safety.



Key Plan



PLAZA

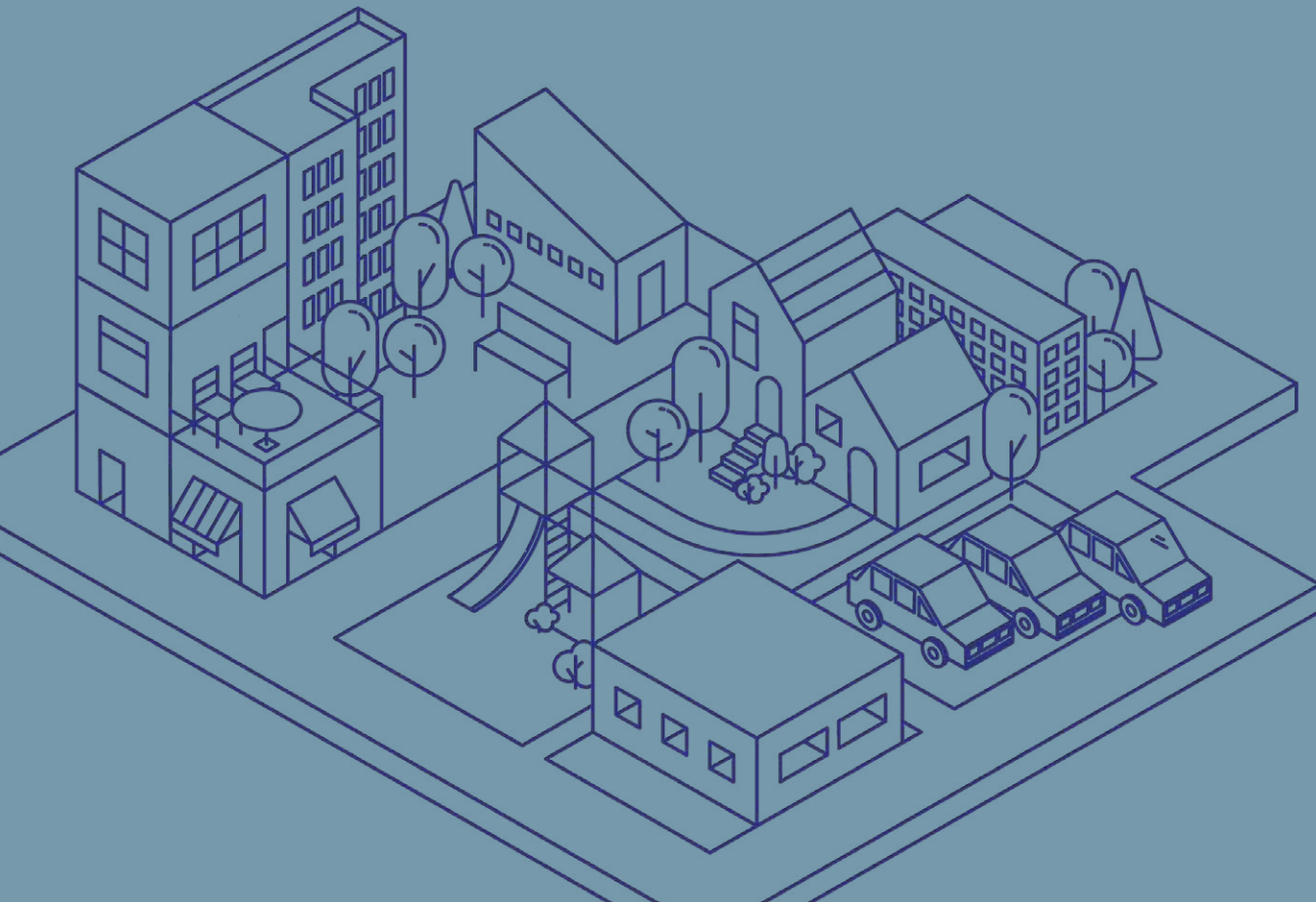
The plaza is envisioned as a community gathering space that is both visually and socially engaging. The plaza should be visible from East Santa Clara Street and may accommodate small and large community events. The plaza should have public seating areas at the base of the office buildings to activate the space.



Key Plan



FINAL DRAFT



06 JOINT DESIGN GUIDELINES

- 6.1 Goals
- 6.2 Materials
- 6.3 Furnishings
- 6.4 Lighting
- 6.5 Planting

6.1 GOALS

An active and vibrant public realm is reliant on places with a diverse and appropriate mix of elements and amenities that extend the use of space to all times and conditions of the year.

To achieve this, a comprehensive palette of elements and site-specific materials are proposed to create public spaces for active public life that cherish and embrace the nuances of the neighborhood. The following palettes, precedents, and design guidelines included in this section are suggested to unify the look and feel of the SCCHA and CoSC sites.

These guidelines should be read in conjunction with the East Santa Clara Street Urban Village Plan.



Landscape Precedent: Activities



Landscape Precedent: Seating and Amenities

A COMPREHENSIVE MIX OF ELEMENTS AND MATERIALS ARE PROPOSED TO CREATE PUBLIC SPACES FOR ACTIVE PUBLIC LIFE THAT CHERISH AND EMBRACE THE DIVERSITY OF THE NEIGHBORHOODS



Landscape Precedent: Gathering Spaces



Landscape Precedent: Streetscape 15th Street

6.2 MATERIALS

The public realm surfacing palette is composed of durable materials appropriate for an urban environment. Materials should require minimal maintenance. Permeable materials should be considered where appropriate to reduce stormwater runoff. To the greatest extent possible, SCCHA and CoSC will endeavor to coordinate the color and texture of materials to create a unifying look.

Surfacing: Provide visual and textural contrast between pedestrian and vehicular surfaces.

Joints: Cast-in-place concrete joints shall be saw cut in the Plaza and other gathering areas.

Edge Restraint: Non-rigid paving shall have an edging composed of either stainless steel, aluminum or cast-in-place concrete.



Asphalt
Smooth, durable road surface per the City of San José's standard details and specifications



Concrete Unit Pavers
Color: TBD
Size: TBD



Cast-In-Place Concrete in the sidewalks per City of San José's standard



Permeable Concrete Unit Pavers
Color: TBD
Size: TBD



Enhanced (light to medium sand blast) Cast-In-Place Concrete with integral color in the Plaza and other gathering areas



Thermoplastic Marking to delineate bike lane / jogging and exercise markers

Suggested Material Palette

6.3 FURNISHINGS

Furnishings are an important component of the public realm, inviting the public to use and activate its spaces, and contributing to its identity and placemaking. The furnishings shall be sturdy and resilient. To this end, furnishings shall be constructed of simple, robust materials that can withstand the urban environment and vandalism. They should be inviting, comfortable and accessible.

To establish a unique and site-specific identity, a family of furnishings are envisioned for the site that are 'built-in' or surface mounted and require minimum maintenance. Sizes, dimensions, layout, configuration, and type vary within the family. The color and style of the street furnishings should be coordinated for the SCCCHA and CoSC sites.

Location: Furnishings shall be located outside the main path of travel within furnishing zones and allow for sufficient space for comfortable seating. Furnishings shall be located in areas where they are likely to be used. Furnishings shall be visible and located in a manner that allows them to be easily accessed.

Intervals: Along streetscapes and public paths of travel, seating shall be located at regular intervals.

Experience: Furnishings shall be located to define unique places and enhance unique experiences, such as views, activities, and entrances.



Cast-in-Place
Concrete Bench
Precedent



Bench
Precedent
COLOR: TBD
Anchor in place



Cast-in-Place
Concrete Seat
Wall Precedent

Example Furnishing Palette



Bollard
Precedent
COLOR: TBD



Litter
Receptacle
Precedent
COLOR: TBD
Anchor in place



Bike Rack
Precedent
COLOR: TBD

6.4 LIGHTING

Lighting shall assure safety, foster pedestrian and open spaces with an active urban environment in the evening, and provide an important component of the site identity. The lighting design shall balance lighting requirements for public safety with minimization of light pollution to protect urban habitats, dark skies, and bird safety. The lighting design shall be as per standards specified in the City's Public Streetlight Design Guide (2016), and policies set in the East Santa Clara Urban Village Plan, Chapter 6.

Location: Street lighting poles shall be located on the sidewalk close to the curb on the curbside edge or centered within the furnishing zone. Lighting fixtures shall not be located close to windows to avoid light trespass or glare and disturb the adjacent building's occupants.

Sky Glow: Sky glow shall be mitigated by selecting dark-sky friendly lighting fixtures that direct most of the light downward, by eliminating excessive light level, and turning lights off when not needed. Light fixtures shall achieve a semi-cutoff light (5% or less concentration of light above a 90-degree angle from the fixture than the light output of the fixture), with a target of full-cutoff (zero light loss above the fixture or shield level).

Street Lighting: Street lighting fixtures shall be mounted 30' high. Street lighting shall conform to current City Standard.



Conceptual Lighting Plan

- City Standard East Santa Clara Street Lights
- City Standard Neighborhood Street Lights
- Pedestrian-scale Lights for pedestrian zone + limited traffic zone
- Pedestrian-scale Lights for other traffic zone
- Plaza Lighting
- Special Lighting

Pedestrian-scale Lighting: Pedestrian-scale lighting fixtures shall be mounted 12-15' high, min 15' high in vehicular travel zones (Pedestrian-scale Street Lights). Pedestrian lighting shall be added to street light poles where feasible unless spacing between street light poles does not support adequate pedestrian lighting, in which case pedestrian lighting may need to be located between street light poles.

Plaza Lighting: Lighting in the plaza area should be designed for an active urban environment in the evening and for safety. Consider using lighting to create the plaza as a valuable neighborhood attraction.

Special Lighting: Consider providing special lighting at major entrances, public gathering areas, retail areas / plaza cafe zones, and building entrances / lobbies. Consider using building mounted lights to provide lighting appropriate to the nature of the use.

6.5 PLANTING

The planting of the site should be designed to enhance the social and ecological value of the site and promote health and wellness. Trees and plantings that adhere to low water use and are adapted are recommended. Where feasible, the design should incorporate existing mature trees on site.

Stormwater / Bioretention Planting

Consider designing stormwater / bioretention areas as amenities that are aesthetically integrated with open space design. Vegetation shall be selected to improve infiltration and to maximize biodiversity. Consider providing educational opportunities for understanding of on-site sustainability features and processes.

Street Tree Selection

Street trees can provide structure and identity to the community. London Plane tree is the street tree on the neighborhood streets surrounding the site. London Plane or similar tree on 14th, 17th, and East St. John Streets are proposed to match the existing trees on the other side of the streets. London Plane or similar tree is also proposed on the former 15th street to reinforce the vistas and sense of continuity and movement through the site.

Internal Planting Typologies

Trees along the internal ways should be mostly deciduous trees that provide shade in summer and to provide intimate urban spaces. Public space plantings shall be designed to minimize irrigation and reduce heat island effect. Select plants that require low maintenance.



Suggested Tree Character

Neighborhood Streets

Large and upright, at least 40'-50' at maturity, single or alternating species similar in form. Tolerant to urban conditions. Match existing neighborhood street trees.



15th Street Connection

Large and upright, at least 40'-50' at maturity, single or alternating species similar in form, should not produce fruit/litter.



East Santa Clara Street

Large and broad canopy, seasonal interest with a mix of evergreen and deciduous, should not produce fruit/litter.



East-West Paseos

Large and broad canopy, at least 30' at maturity, a mix of evergreen and deciduous, seasonal interest.



Internal Planting

Variable, seasonal interest in leaves or flowers, a mix of multiple species. Planting should provide nesting habitat and food for wildlife.



Precedent Image: Typical Street



Precedent Image: Internal Open Space

Example Tree Palette



London Plane

Neighborhood Streets
15th Street Connection



Chinese Pistache

East Santa Clara Street



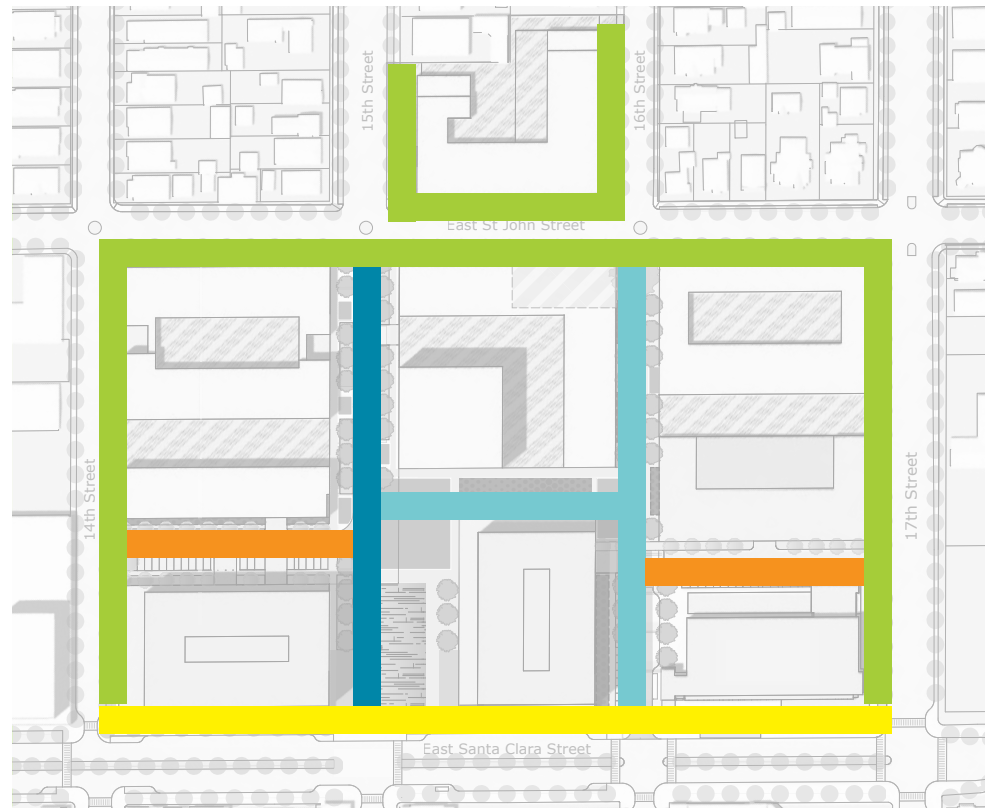
Sunburst Thornless Honeylocust

East-West Paseos



California Buckeye

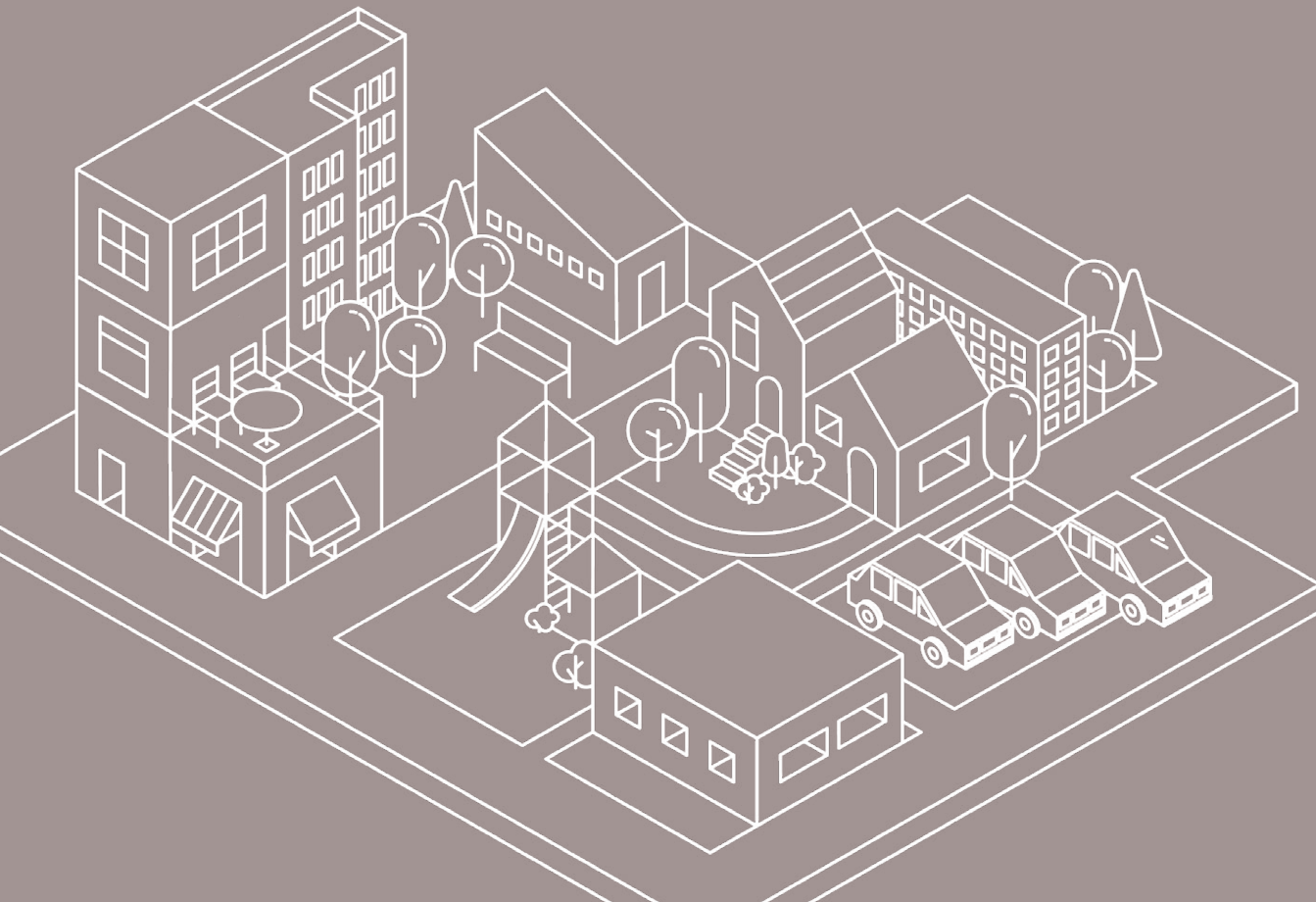
Internal Planting



Conceptual Tree Plan

- Neighborhood Streets
- 15th Street Connection
- East Santa Clara Street
- East-West Paseos
- Internal Planting

FINAL DRAFT



07 APPENDICES

- 7.1 Retail Study
- 7.2 Office Building I Alternatives
- 7.3 BART Tunnel Overlay
- 7.4 Floodplain
- 7.5 Image Attribution

7.1 RETAIL STUDY

EAST SANTA CLARA MASTER PLAN

Retail Research & Positioning

April 12, 2019

Table of Contents

1. Objective and Approach	2
2. Executive Summary	3
3. Community Feedback	4
4. Supply Analysis	5
5. Recommendations	7

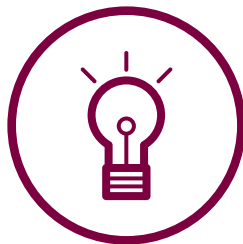


SECTION 01 OBJECTIVE AND APPROACH



Provide an assessment of retail potential and develop recommended scenarios.

This report was developed through a combination of site research, secondary market research, and community and stakeholder engagement activities including:



Visioning Session

JULY 10, 2018



Community Workshop

SEPTEMBER 20, 2018



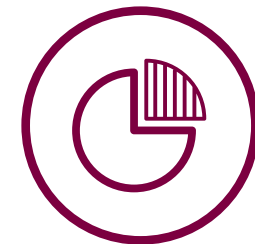
Demand/Supply Analysis

ESRI, CENSUS BUREAU,
BLS, ICSC, BROKER DATA



Demographic Analysis

ESRI DATABASE



Psychographic Segmentation

ESRI DATABASE

SECTION 02

EXECUTIVE SUMMARY



This detailed analysis of the retail potential of the East Santa Clara project site investigates a number of factors to determine what is the best viable retail solution for the site. Based upon the analysis of current retail supply in the neighborhood, existing and new demand generated by the potential project, desires of the surrounding community, and an understanding of the existing site context, Gensler has developed the following recommendations:

While there are current vacant storefronts in the neighborhood, this project will attempt to provide viable retail that makes sense for this new development within an existing infrastructure / neighborhood.

RETAIL RECOMMENDATIONS

Quick Service Food and Beverage / Coffee: One to two small tenants for a total of 3,000 - 6,700 square feet may be supportable.

Convenience Grocery: One small tenant up to 4,600 square feet may be supportable.

SECTION 03 COMMUNITY FEEDBACK



Community meetings allowed residents to share feedback on the neighborhood and site. Based on these insights, there are several implications to consider for retail.

INSIGHT FROM MEETINGS

RETAIL IMPLICATIONS

SMALL TOWN FEEL:

Community members value walkable places and the small town feel of their neighborhood.

To preserve the small town feel of the neighborhood, including small format retail that engages sidewalks and public areas with outdoor seating. Identify tenants that can contribute to a pleasant, walkable, pedestrian street.

LOVE WHERE THEY LIVE:

Community members love their neighborhood and its location relative to downtown and transit make it accessible and walkable area.

Encourage cafe and restaurant owners to deploy outside tables and take care of street furniture, e.g., plants, trees, lighting, etc.

QUALITY RETAIL:

The community expressed a strong desire for quality retail, especially grocery stores offering fresh produce.

Provide a retail mix that meets community needs and fills current gaps in retail offered in the community, such as restaurants, coffee shops, and grocery stores.

RESTAURANTS AND CAFES:

Community members would like to diversify their neighborhood's restaurant and cafe options.

Provide storefronts for small format food and beverage retail.

INADEQUATE PARKING:

One of the main concerns for the community is inadequate parking.

Inadequate parking is a concern for retail success and the liveliness of the area. Increased parking demand should be balanced by increased supply.

SECTION 04

SUPPLY ANALYSIS



Based upon input from the community and a determination of retail uses that would complement the new development, Gensler analyzed existing local supply of the following categories of retail to determine economic viability of each category.

The **outlined fields** indicate the supply radius most relevant to that category of retail (for example, per industry standards, customers may drive up to 5 miles for Electronics & Appliance Stores, but may only walk up to a half mile for Food Services & Drinking Places).

RETAIL TYPE		RETAIL GAP*			Summary	Economically Viable and Desired by Community and Stakeholders
NAICS Code <small>North American Industry Classification System</small>	Industry Category	0.5 MILE	1 MILE	5 MILE		
443	Electronics & Appliance Stores	\$3,321,618	\$9,812,122	(\$912,456,924)	Undersupplied in immediate neighborhood. Oversupplied in market service area.	
445	Food & Beverage Stores / Small Grocery	\$3,660,812	(\$32,525,196)	\$91,988,319	Undersupplied in immediate neighborhood. Majority of supply within 1 mile radius.	
446,4461	Health & Personal Care Stores	(\$9,977,796)	\$5,368,318	\$41,849,568	Oversupplied in immediate neighborhood. Undersupplied in market service area.	
448	Clothing & Clothing Accessories Stores	\$4,690,529	\$26,761,615	(\$104,383,493)	Undersupplied in immediate neighborhood. Oversupplied in market service area.	
452	General Merchandise Stores	\$18,499,914	\$83,332,570	(\$379,518,405)	Undersupplied in immediate neighborhood. Oversupplied in market service area.	
722	Food Services & Drinking Places / Quick Service Food	\$2,049,684	(\$23,400,123)	(\$97,304,025)	Undersupplied in immediate neighborhood. Oversupplied in market service area.	

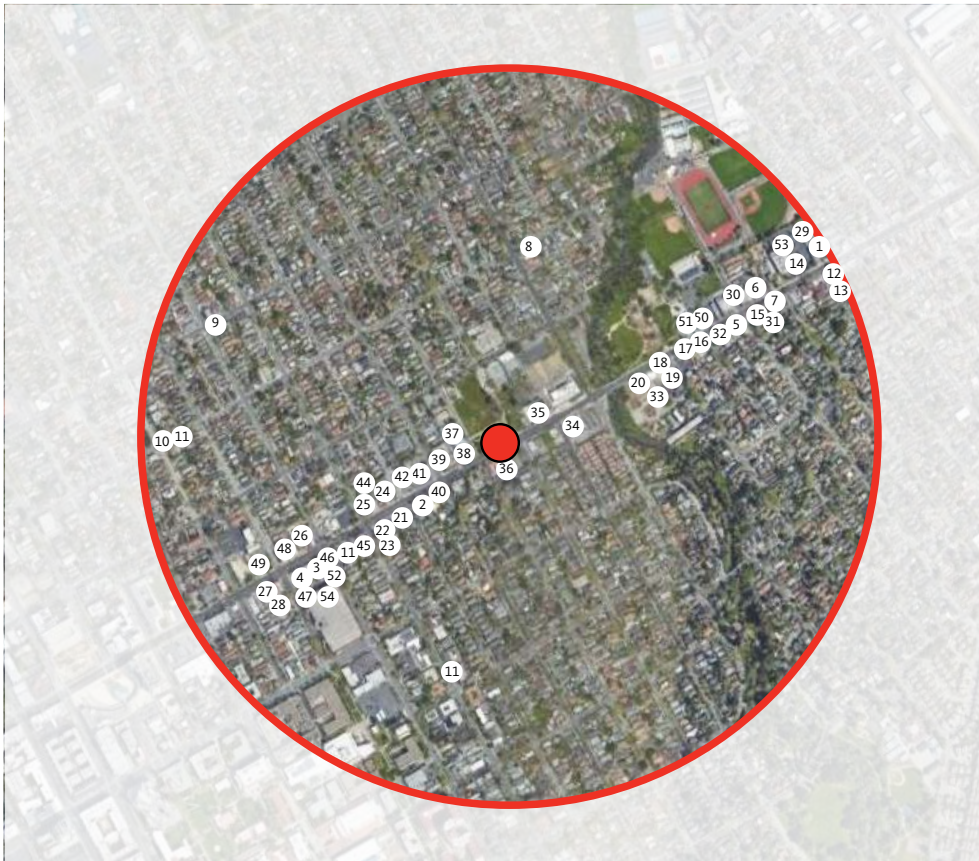
**Note: Dollar amounts are based on annual estimated supply and demand. Numbers presented in parentheses indicate oversupply.*

Source: 2017 Esri Retail Marketplace Profile

SUPPLY ANALYSIS

To supplement the quantitative analysis, the following is a list of relevant retailers in the immediate vicinity.

Summary Map of Retail (1/2 mile radius)



ELECTRONICS & APPLIANCES

- 1 California Car Audio
- 2 Metro by T-Mobile
- 3 Needle To Groove
- 4 Metro by T-Mobile

FOOD & BEVERAGE / SMALL GROCERY

- 5 La Raza Super Market
- 6 Chapparral Super Market
- 7 Diana's Minnie Mart
- 8 T&H Market
- 9 T&L Market
- 10 Cardenas Market
- 11 7- Eleven

FOOD SERVICES & DRINKING PLACES / QUICK SERVICE FOOD

- 12 Pupuseria Y Restyarent el Aguila
- 13 Mi tierra Mercado y carniceria
- 14 Friendship Banquet Hall
- 15 Binh minh Restaurant
- 16 Crystal Banquet and Catering
- 17 Wienerschnitzel
- 18 Mubleria Uruapan
- 19 Treat Ice Cream
- 20 Linda's Bakery
- 21 Dominios Pizza
- 22 KFC
- 23 Vegetarian House
- 24 Vung Tau
- 25 Chili boy
- 26 Vegan Bistro
- 27 Tofoo Com Chay
- 28 Kali Noodles and Tea Bar

HEALTH & PERSONAL CARE

- 29 Botanica San Pablo
- 30 Healthy Forever
- 31 Lena Hair and Nails
- 32 Evergreen Barbershop
- 33 Lynetta's New Image Hair Salon
- 34 Walgreens
- 35 Better Health Pharmacy
- 36 Mega Drugs
- 37 Weight Wise
- 38 Garcia Pharmacy
- 39 Oscar Beauty Salon & Nail Care
- 40 Urban Barber College
- 41 San Jose Pharmacy
- 42 Tracy's Salon
- 43 Phams Anhs Pharmacy
- 44 Sunny Hair and Nails
- 45 La Bella Salon
- 46 Braid It Up
- 47 KB Beauty Salon
- 48 Licursi's Barber Styling
- 49 Medex Drugs

CLOTHING & CLOTHING ACCESSORIES

- 50 Just Elegance Bridal
- 51 Xclusive Productions
- 52 Neu2u Thrift
- 53 Gala Boutique

GENERAL MERCHANDISE

- 54 420 Smoke shop

SECTION 05 RECOMMENDATIONS



Based upon the economic viability determined by the supply analysis, and the desires of the community, the project is considering two types of retail uses:

QUICK SERVICE FOOD AND BEVERAGE / COFFEE

Typically 2,000 - 4,000 square feet per tenant.



Food and beverage offerings that are typically smaller footprint, such as coffee shops and quick-service restaurants.

SMALL GROCERY

Typically 4,000 - 14,000 square feet per tenant.



Can range from smaller footprint convenience store to medium format neighborhood grocery.

Source: CoStar

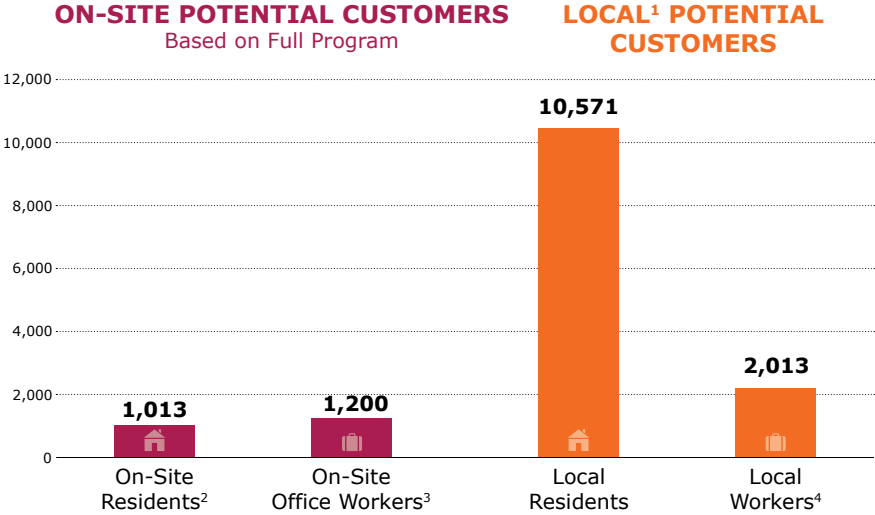


DEMAND ANALYSIS

There are four types of customer groups generating potential retail demand on the site.

Retail demand at the East Santa Clara Street Development will be generated from two primary types of customers: **residents and workers**.

While a primary source of customers will be the **on-site** population of residents and workers, retail can also draw from the **local** population of residents and workers.



Source: U.S. Census Bureau, OnTheMap

¹ Local customers are defined as those within a half-mile radius of the site.
² Based on 675 dwelling units with an average of 1.5 residents per unit.
³ Assumes 150 employees for the Housing Authority and 450 employees for County of Santa Clara in Phase 1 and an equal number in Phase 2.
⁴ Excludes local workers who are also local residents.



DEMAND ANALYSIS— POTENTIAL SPENDING

The estimated on-site spending generated by the customer base is used to generate **total supportable square footage of retail by category.**

Total estimated customers are multiplied by the annual retail spend per customer in each of the proposed retail categories (quick service food & beverage / coffee and small grocery) to generate total estimated retail spending in each category by customer type. This spending amount is then reduced to include a range that each customer type would approximately spend on site, resulting in **estimated annual on-site retail spending by customer type.**

These spending estimates are then aggregated to estimate **revenue potential in each retail category at this site.** The total revenue is divided by the estimated required revenue per square foot, based on industry benchmarks, to determine **a range of total supportable retail square footage in each category.** By comparing this to the square footage required for a viable tenant, we are able to establish recommendations for future retail uses.

Customer Types	Total Customers	Annual Retail ¹ Spending Per Person	Total Retail Spending by Customer Type	Potential Spending Share	Annual On-Site Retail Spending
ON-SITE RESIDENTS	1,013	\$965 (cafe) \$1,200 (grocery) ²	\$0.98M (cafe) \$1.22M (grocery)	15-30%	\$0.15-\$0.29M (cafe) \$0.18-\$0.36M (grocery)
ON-SITE WORKERS	1,200	\$2,422 (cafe) \$3,100 (grocery)	\$2.91M (cafe) \$3.72M (grocery)	15-30%	\$0.44-\$0.87M (cafe) \$0.56-\$1.12M (grocery)
LOCAL RESIDENTS	10,571	\$1,462 (cafe) \$1,870 (grocery)	\$15.45M (cafe) \$19.77M (grocery)	2-5%	\$0.31-\$0.77M (cafe) \$0.40-\$0.99M (grocery)
LOCAL WORKERS	2,013	\$2,422 (cafe) \$3,100 (grocery)	\$4.92M (cafe) \$6.30 (grocery)	2-5%	\$0.10-\$0.25M (cafe) \$0.13-0.31M (grocery)

	Total On-Site Retail Revenue by Category	Estimated Required Retail Revenue Per Square Foot ³	Total Supportable Retail Square Foot	Typical Square Foot Per Tenant	Conclusions
Quick Service Food & Beverage / Coffee	\$1.00-\$2.18M	\$325	3,077-6,708 SF	2,000-4,000 SF	One to two small tenants for a total of 3,000 - 6,700 SF may be supportable.
Small Grocery	\$1.27-\$2.78M	\$600	2,117-4,633 SF	4,000-14,000 SF	One small tenant up to 4,600 SF may be supportable.

¹Sources: Co-star, ICSC, and U.S. Dept of Agriculture. Broken down by spending on food away from home (for example, restaurants, coffee shops) and food at home (groceries).

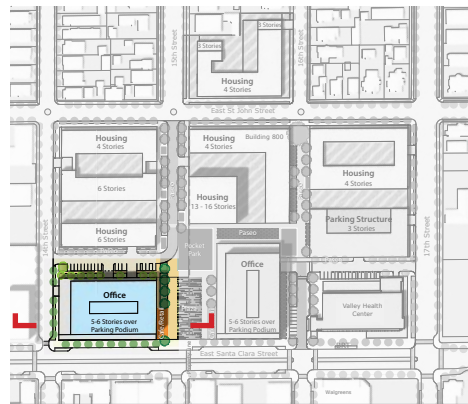
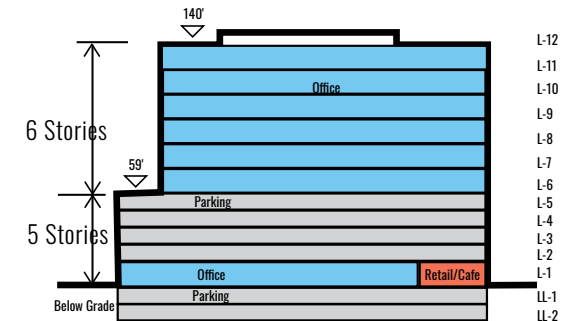
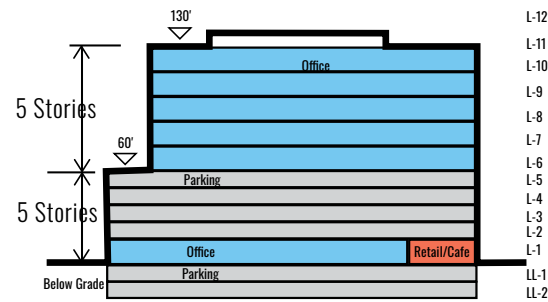
²As on-site residents don't currently exist, the future demand is estimated at approximately 2/3's of local residents given lower expected income levels.

³Sources: eMarketer. \$325 is average for general merchandise. However, food & beverage are typically higher. For retail grocery, avg. sales/sf = \$618 (2016, Food Marketing Institute). Starbucks average for stores = \$745/sf (2018, eMarketer).

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7.2 OFFICE BUILDING I ALTERNATIVES

There are various ways to fit 189,000 GSF program into Office Building I. Listed here are four alternatives to be studied in the future design phase. The alternatives vary in overall height, upper level office floor plate, below grade parking levels, office floor-to-floor heights, and ground floor retail height.



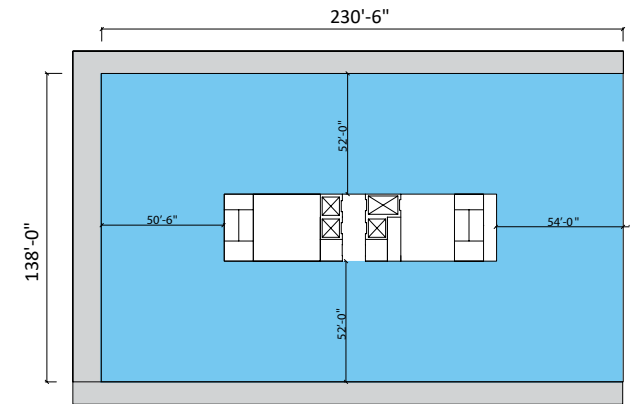
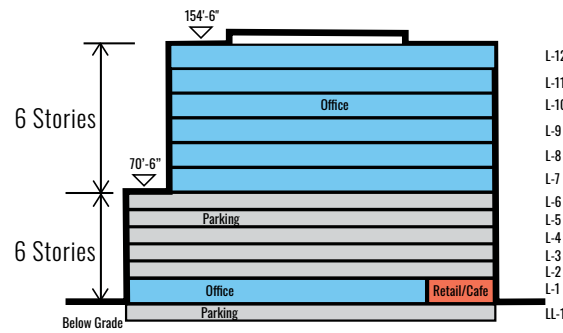
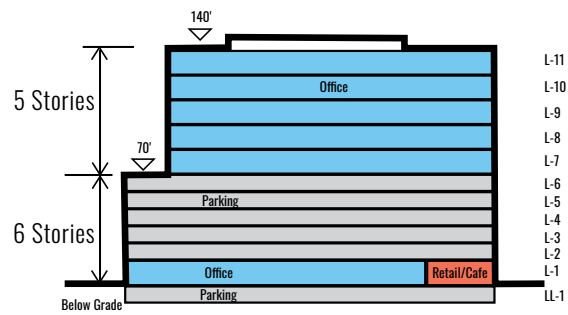
Key Plan

Option A

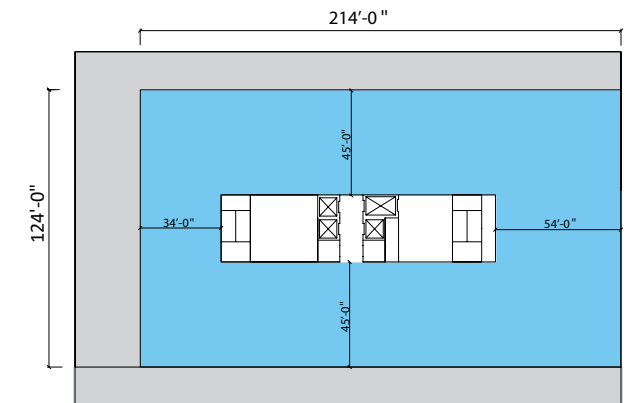
Overall height -	130'
Upper level office floor plate -	31,800 GSF
Construction type -	Steel / Concrete
Below grade parking -	2 levels
Height of retail space -	18'-0"
Office floor to floor -	14'-0"

Option B

Overall height -	140'
Upper level office floor plate -	26,500 GSF
Construction type -	Concrete
Below grade parking -	2 levels
Height of retail space -	17'-0"
Office floor to floor -	13'-6"



Plan for 31,800 GSF floor plate



Plan for 26,500 GSF floor plate

Option C

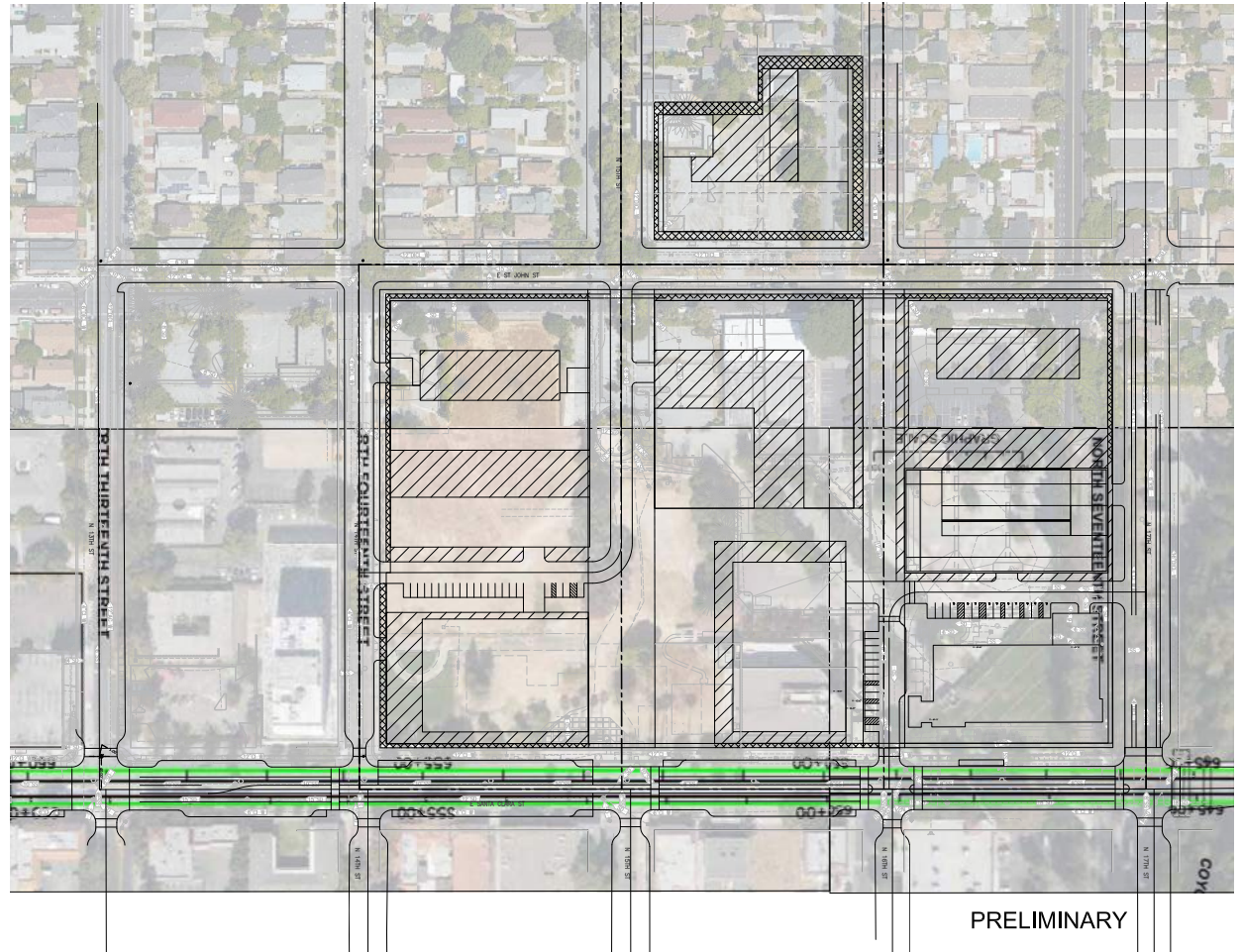
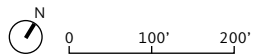
Overall height -	140'
Upper level office floor plate -	31,800 GSF
Construction type -	Steel / Concrete
Below grade parking -	1 level
Height of retail space -	17'-6"
Office floor to floor -	14'-0"

Option D

Overall height -	154'-6"
Upper level office floor plate -	26,500 GSF
Construction type -	Steel / Concrete
Below grade parking -	1 level
Height of retail space -	18'-0"
Office floor to floor -	14'-0"

7.3 BART TUNNEL OVERLAY

The Master Plan is overlaid onto the single-bore BART tunnel plan from VTA. At this time no conflict is anticipated with utilities or foundations because of the depth of the tunnels (about 80' below existing grade).

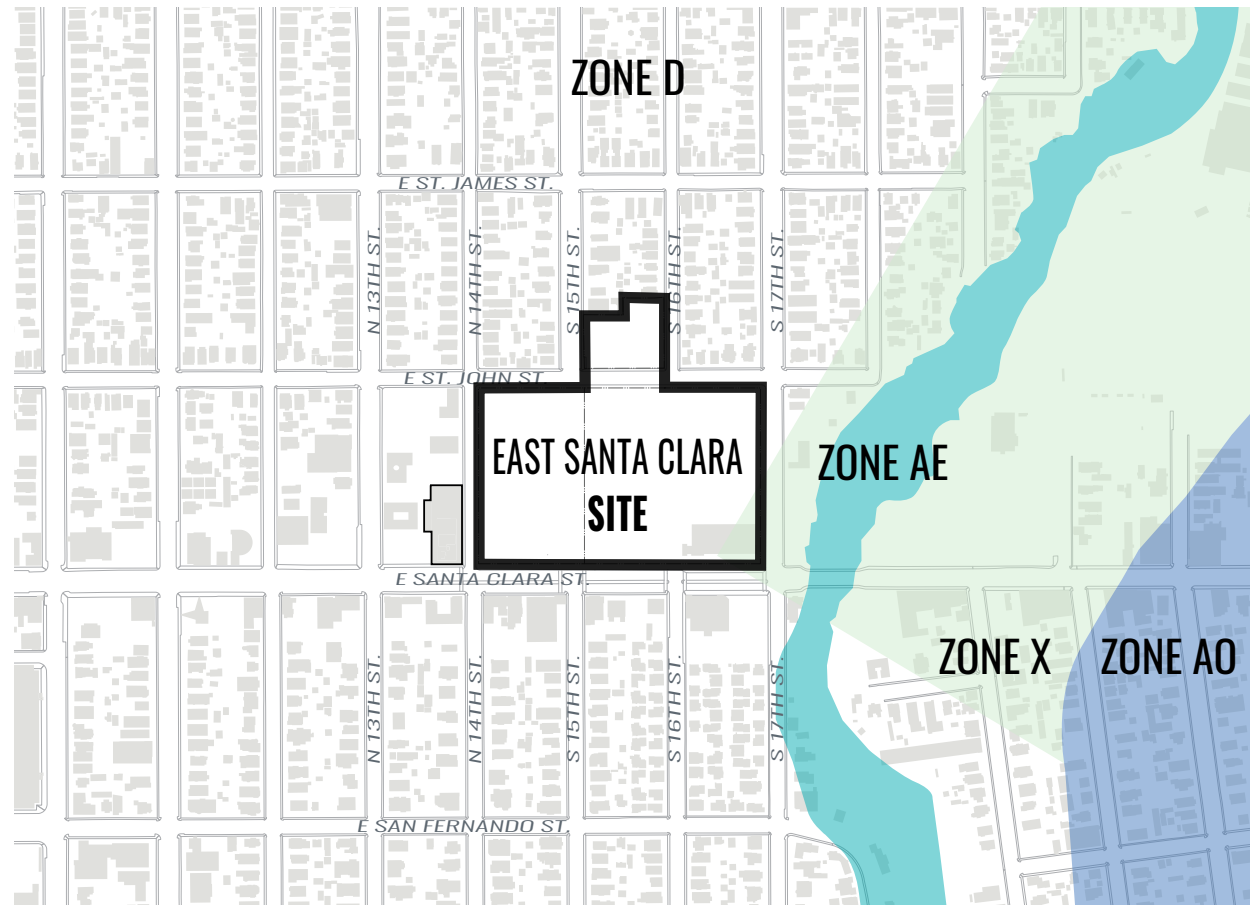


Single Bore BART Tunnel Plan

7.4 FLOODPLAIN

The level of flood risk is indicated on the flood map by one or two letters. Although the site is close to Coyote Creek, the east corner of the site, where Valley Health Center Downtown is located, is designated as Zone X — Areas determined to be outside the 0.2% annual chance floodplain.

The majority of the site sits in Zone D — Areas where there are possible but undetermined flood hazards, as no analysis of flood hazards has been conducted. Since the area closer to the creek is outside the 0.2% annual chance floodplain, the site is unlikely to have a flooding issue.



7.5 IMAGE ATTRIBUTION

04 MASTER PLAN DESIGN

Page 30 (Middle): Pedestrians Urban Street

Retrieved from <https://pxhere.com/en/photo/16744>
Photo credit: Creative Commons Zero - CC0

Page 33 (Top-Left): Streetscape in Seattle, Washington

Retrieved from <https://www.researchgate.net>
Photo credit: City of Seattle

Page 33 (Middle-Left): Pacific Cannery Lofts, Oakland, CA

Retrieved from <https://www.asla.org/2010awards/161.html>
Photo credit: Miller Company Landscape Architects

Page 33 (Bottom-Left): Fremont Townhomes, Seattle, WA

Retrieved from <http://www.b9architects.com/fremont-townhomes>
Credit: B9 Architects

Page 35: Coffee Shop

Retrieved from <https://pxhere.com/en/photo/52563>
Photo credit: Creative Commons Zero - CC0

Page 36 (Top): Mission Hall: Global Health and Clinical Sciences Building, University of California, San Francisco

Retrieved from <http://acochran.com/>
Credit: Andrea Cochran

Page 36 (Bottom): Belmar Apartments, Santa Monica, CA

Retrieved from <http://ktgy.com/work/belmar-apartments/>
Photo credit: KTG Architecture + Planning

Page 37 (Bottom-Left): Santa Monica Civic Center Parking

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