East Santa Clara Master Plan

Site

SCCHA Property

COUNTY Property

SCCHA Property

COUNTY Property

Mediplex

Valley Downtown Health Center

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.

**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.

**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.

**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.

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

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

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

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

**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

901 E Santa Clara Street
ROOSEVELT COMMUNITY CENTER
6:00 pm - 8:00 pm
5 November
San Jose, CA 95116

901 E Santa Clara Street
ROOSEVELT COMMUNITY CENTER
6:00 pm - 8:00 pm
13 September
San Jose, CA 95116

901 E Santa Clara Street
ROOSEVELT COMMUNITY CENTER
6:00 pm - 8:00 pm
10 October
San Jose, CA 95116

901 E Santa Clara Street
ROOSEVELT COMMUNITY CENTER
6:00 pm - 8:00 pm
20 November
San Jose, CA 95116

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Team Introductions
The Team

Gensler  MASTER PLANNER / COMMERCIAL ARCHITECT

HKIT Architects  RESIDENTIAL ARCHITECT

Bionic  LANDSCAPE ARCHITECT

EMILY WEINSTEIN  COMMUNITY ENGAGEMENT

Fehr & Peers  TRANSPORTATION CONSULTANT

Watry Design, Inc.  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
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 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
4. Allows larger goals to help inform individual projects
5. A pathway to sensible, efficient, and responsive development
6. Designed with flexibility to guide future growth and development
What is a Master Plan?

Example Tools

Plan Drawings

Perspectives

3D Models

Diagrams

Sketches
East Santa Clara Master Plan

Context
East Santa Clara Master Plan

Vision

Community

- Affordability
- Inspiring
- Engaging
- Bikeable
- Green Space
- Open Spaces
- Human Scale
- Mixed-Use
- Diverse
- Creative
- Thoughtful Design
- Collaborative
- Vibrant
- Healthy
- Accommodating
- Safe
- Neighborly
- Respectful
- Honor Community

East Santa Clara St.
**East Santa Clara Street Connections**

1. Bus-only lane to improve bus/BRT service
2. Consider eliminating curbside parking to enhance bus/BRT operations
3. Curbside parking areas could be used for wider sidewalks, sidewalk amenities, and/or greening elements
4. Consider retaining curbside parking where storefront commercial space is concentrated

**URBAN VILLAGE PLAN**

**PROPOSED E. SANTA CLARA ST.**

San Jose State University
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

- Prioritize the pedestrian experience through active and usable spaces
- Create relationship to the neighborhood context
- Create a safe and inviting center for the community
- Flexible design to meet future economic goals
- Provide adequate parking for residents, employees, & visitors
- Seek to maximize the amount of housing
- Prioritize the pedestrian experience through active and usable spaces
- All concepts balance housing and office program needs
East Santa Clara Master Plan

Program Components

- **Housing**
  - Phased Construction
  - Multi-Family Housing

- **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

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

Provided by Housing Authority + County of Santa Clara
Opportunity For New Housing

- Active ground floors + “eyes on the street”
- Healthy buildings
- Livability & sense of home
- Strong sense of community
- Connecting to adjacent neighborhoods
- Different levels of affordability require unique services

Different levels of affordability require unique services.
Flexible + efficient buildings foster employee wellness

Balance parking + ride share needs

Follow best-practice office space design

Create a welcoming and accessible environment for public services

Enhance civic identity

Office Space
Open Space + Amenities

Connect the community to transit

An open space network that responds to a variety of needs

Integrate new housing with open spaces, amenities, and workplace

Provide open space + amenities for the surrounding neighborhood

Organize amenities and services around new community spaces
Landscape + Placemaking

- Activities for groups & individuals
- Inviting
- Accessible to all
- Honor community
- Safety & security
- Small & large places
- Sustainable landscape
Sustainable Building Design + Site Planning

- Eco-charrette
- Healthy buildings
- Distinct systems
- Stormwater management
- Preserve daylight and sunlight in neighboring properties
- 2020 Net Zero requirements
- Future forward design

Healthy buildings
East Santa Clara Master Plan

Vision

Community

Affordability

Thoughtful Design

Inspiring

Amenities Mixed-Use

Collaboration

Healthy

Engaging

Vibrant

Respectful

Human Scale

Connectivity

Accommodating

Safety

Open Spaces

Bikeable

Diverse

Green Space

Diverse

Bikeable

Community
East Santa Clara Master Plan
Community Exercise
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 shares their story too! [5 min per person x 2 = 10 min]
**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**

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**EAST SANTA CLARA MASTER PLAN**

**COMMUNITY MEETING #1**

**JOURNEY MAP**

1. **START HERE!**
   **FAVORITE PLACE IN YOUR NEIGHBORHOOD**
   **10 MINUTES**
   - 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!**
   **CHALLENGE**
   **5 MINUTES**
   - Share with us a challenge you’re facing in your neighborhood. What keeps you up at night? (5 minutes)

3. **KEEP GOING!**
   **HOPE FOR THE FUTURE**
   **5 MINUTES**
   - 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!**
   **SHARE WITH A PARTNER**
   **10 MINUTES**
   - Use this Experience Canvas and share your story with your partner.
     - Make sure to ask questions when your partner shares their story too! (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