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: priorities & challenges
- Present site plan alternatives
- Discuss your preferred options

#3 - January 9

Share Your Voice!
- Meeting #2 key takeaways
- Review draft master plan
- Share your design preferences
- Provide feedback

#4 - TBD Early March

Hello Neighbor!
- Meeting #3 key takeaways
- Share the final master plan & design guidelines
January 09
6:00 pm - 8:00 pm
ROOSEVELT COMMUNITY CENTER
901 E Santa Clara Street
San Jose, CA 95116

Agenda

6:00 pm  Sign In
6:10 pm  Presentation
6:50 pm  Feedback Stations
7:40 pm  Share Out
8:00 pm  End
EAST SANTA CLARA MASTER PLAN

Is a City Council approved policy document guiding the future growth

Includes objectives, goals, & policies that are designed to shape both future public and private development

Adopted by the City Council on October 23, 2018

URBAN VILLAGE 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
East Santa Clara Master Plan

Site

SCCHA Property

COUNTY Property

SCCHA Property

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

e2e
CIVIL ENGINEER

ARUP
ENERGY / MEP ENGINEER
Who’s in the room

RIKI NISHIMURA
Gensler

KAREN KUKLIN
Gensler

XIAO WU
Gensler

SYDNEY WALLACE
Gensler

CAROL WESSON
Gensler

EMILY WEINSTEIN
Emily Weinstein Consulting

ROD HENMI
HKIT

MARCEL WILSON
Bionic

ARI DAMAN
Bionic
Stakeholder Meetings

Recap and Input to date
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 a range of **activities**.
East Santa Clara Master Plan

Stakeholders

**Community**
- Participants of Public Meeting #1
- Participants of Public Meeting #2
- Neighbors (one on one discussions, small group meetings, etc.)

**Governance**
- Santa Clara County Housing Authority Board of Commissioners
- County of Santa Clara Board of Supervisors
- City of San Jose

**Associated Stakeholders**
- City of San Jose Economic Development staff
- Affordable housing management staff
- Affordable housing service providers

**Owners**
- Santa Clara County Housing Authority
- County of Santa Clara
Community Meeting #2
Options Evaluated

1. Paseo to Plaza

“I like that the open space is visible.”

“Making the open space available and having a little front yard space for the housing units might make things more inviting.”

“Like connectivity. Keep 16th Street for pedestrians.”

2. Meandering Park

“I like the large, connected open space.”

“Inviting paseo/access for pedestrians and bikes on 15th Street.”

“Homeless concerns in open space.”

3. Pocket Parks

“Prefer mix of housing types.”

“Concerned that pocket parks both duplicate existing parks on smaller scale and divide development from neighborhood.”

“Like tower with other lower density.”
Stakeholder Meetings

Main Takeaway Themes

Experience
- Include **appropriately sized** community serving retail
- Orient office buildings to be more **welcoming**
- Create open spaces that are **inviting** to both on-site and off-site users, can accommodate a variety of activities, and are safe

Site Access
- Minimize car circulation internally
- Include concept of meandering park and open spaces throughout the site

Density/Program
- Accommodate **density** in centralized housing tower
- Focus height away from surrounding houses
- Include a mix of housing types, at a **variety of income levels**
Stakeholder Meetings
Project Vision
Provided by Housing Authority + County of Santa Clara + Stakeholders

Community
- Connectivity
- Variety of Income Levels
- Inviting
- Accommodating
- Safety
- Vibrant
- Diverse
- Appropriately Sized Retail
- Large Gathering
- Green Space
- Human Scale
- Bikeable
- Engaging
- Thoughtful Design

Honor Community
Respectful
Collaboration
Vibrant
Amenities

Growth
Neighborhood
Mixed-Use
East Santa Clara St.
Diverse
Respectful
Honor Community

Stakeholder Meetings
Project Vision
Provided by Housing Authority + County of Santa Clara + Stakeholders
East Santa Clara Master Plan

Site Plan

- **Housing**: 550 - 800 du
- **Office**: 320,000 - 360,000 gsf
Planning Principles + Design Themes

#1 - Inviting

#2 - Connected

#3 - Adaptive
Planning 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.
Planning Principle #1: Inviting Pedestrian Entrance

The design of the site entrances provide a welcoming gesture and identity for the project.
Planning Principle #1: Inviting Retail

Community serving retail spaces to be utilized by both on-site as well as off-site users.

- Visible on E. Santa Clara St.
- Activate the Gathering Space

**Building I**

- Studying Cafe Feasibility
- 12,000 sf Housing Authority Public Lobby Required for Customer Service Center

**Building II**

- Studying Potential Grocery Store after discussion with the City of San Jose
Planning Principle #1: Inviting Retail

Building I

- Studying Cafe Feasibility

- 12,000 sf Housing Authority Public Lobby Required for Customer Service Center
Planning Principle #1: Inviting Housing

*specific type of housing and the income levels targeted
will be determined building by building

The County of Santa Clara and the Santa Clara County Housing Authority are charged with building affordable housing. The specific type of housing and the income levels targeted will be determined building by building based on the County and Housing Authority’s priorities and available funding over time.

We anticipate a mix of households (i.e. seniors, families) at a range of income levels, including workforce housing with incomes up to 120% AMI or up to $150,250 for a family of 4*.

*provided by California Department of Housing and Community Development (2018)
Planning Principle #1: Inviting Office

Create a welcoming and accessible environment for public services while building flexible and efficient spaces to foster employee wellness.
Planning Principle #1: Inviting Open Space

The open space will be safe, well lit, visible and provide room for a variety of activities.
Planning 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 environment. Vehicle traffic through the site will be minimized.
Planning Principle #2: Connected Connections

- Provide safe pedestrian and bicycle access through the site
- Minimize internal vehicle traffic
Planning Principle #2: Connected Vehicular Access

Estimated vehicular trips generated by this project*:
Total: 5,400 / day
Peak AM: 520 / hour
Peak PM: 550 / hour

* Trips (a single journey for a defined purpose) are estimated based on land use and latest program, no traffic count was conducted at this stage.

* The approved Envision San Jose 2040 General Plan (2012) indicated a decrease in travel speeds of greater than 25% for E. Santa Clara Street based on the proposed density. A detailed traffic impact analysis would be conducted for program level EIR (Environmental Impact Report).

* This project has no impact to the level of service (average vehicle delay) at the 17th Street and East Santa Clara Street intersection.
Planning Principle #2: Connected

Ground Floor Lobbies

Building Lobbies are located along major pedestrian paths on 15th Street and 16th Street.
Planning Principle #2: Connected Open Space Structure
Planning Principle #2: Connected

Open Space Character

15th Street

Safe  Inviting  Festive

Active  Slow

Inviting  Festive
Planning Principle #2: Connected

Open Space Character

16th Street
Planning Principle #2: Connected

Open Space Character

Connectors

Continuity

Green Infrastructure

Engaging
Planning Principle #2: Connected

Open Space Character

Gathering

Inviting

Comfortable

Adaptable

Engaging - Large

Engaging - Small
Planning Principle #2: Connected

Last Meeting Input
Planning Principle #2: Connected

**Open Space Concepts**

- Concept 1: More Plaza
- Concept 2: More Green
- Concept 3: Mix
Planning Principle #2: Connected

Concept 1: More Plaza

Key
1. Entry Plaza
2. Grove
3. Cafe / Flex Zone
4. Seating
5. Linear Gardens
6. Gathering / Built In Seating
7. Fitness Zone
8. Activity Court
9. Shared Street / Straight
10. Drop Off
11. Existing Tree

Conceptual Sketch
Planning Principle #2: Connected

Concept 1: More Plaza

Central Feature
Planning Principle #2: Connected

Concept 1: More Plaza

Continuous Plaza
Planning Principle #2: Connected

Concept 1: More Plaza

Linear Formal Character & Circulation
Planning Principle #2: Connected

Concept 2: More Green

Key
1. Entry Grove Plaza
2. Landforms
3. Cafe / Flex Zone
4. Seating Areas Typical
5. Meandering Gardens
6. Shared Street / Curved
7. Drop off
8. Existing Tree
Planning Principle #2: Connected

Concept 2: More Green

Informal

Curved Street
Planning Principle #2: Connected

Concept 2: More Green

Discovery & Wandering
Planning Principle #2: Connected

Concept 2: More Green
Planning Principle #2: Connected

Concept 3: Mix

Key
1. Village Square
2. Village Green
3. Cafe / Flex Zone
4. Play / Family Zone
5. Gardens
6. Activity Areas: Picnic / Fitness, etc.
7. Shared Street
8. Drop Off, typical
9. Court Activity
10. Existing Tree

Conceptual Sketch
Planning Principle #2: Connected

Concept 3: Mix

Big Community Spaces
Planning Principle #2: Connected

Concept 3: Mix

Defined Activity Areas
Planning Principle #2: Connected

Concept 3: Mix

Varied Size Landscape Areas
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 lifecycle operations and maintenance costs, while climate-sensitive open spaces will be designed to meet the community needs.

Planning Principle #3

Adaptive
Planning Principle #3: Adaptive Anticipated Process

- Master Plan + Design Guidelines
  - Guiding Design
- Determining Program + Max. Envelope
- Environmental Impact Report (EIR)
  - Determining Impacts + Mitigation Means
  - Guiding Design
- Individual Project Design + Entitlements
  - Urban Village Plan
Planning Principle #3: Adaptive Anticipated Phasing

EXISTING
Planning Principle #3: Adaptive Anticipated Phasing

PHASE I

* Individual buildings in each phase may not be built at the same time
Planning Principle #3: Adaptive Anticipated Phasing

**PHASE I**

**PHASE II**

* 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
Planning Principle #3: Adaptive Anticipated Phasing

PHASE I
PHASE II
PHASE III

* Individual buildings in each phase may not be built at the same time

* Over the next 5-20 years, each phase will be implemented. Specific timing depends on the market condition, entitlement process, and available financing
Planning Principle #3: Adaptive

Shadow Study: 8am - 5pm

140’ Tower

**SUMMER SOLSTICE**

**EQUINOX**

**WINTER SOLSTICE**

*Click on bottom of image to control animation*
Planning Principle #3: Adaptive

**Shadow Study**: 8am - 5pm

180’ Tower

**SUMMER SOLSTICE**  |  **EQUINOX**  |  **WINTER SOLSTICE**

*Click on bottom of image to control animation*
East Santa Clara Master Plan

Feedback Stations
Exercise

Feedback Stations

The three feedback stations organized by themes will be facilitated by the design team. Please choose your preferred topic, and provide your questions and comments at the stations. We will rotate after every 15 minutes. Feedback will be summarized at each station and shared out to the group at 7:40pm.

# 1 - Inviting
  - Site Program
  - Building Massing
  - Retail

#2 - Connected
  - Circulation
  - Open Space

#3 - Adaptive
  - Process
  - Phasing
THANK YOU FOR YOUR PARTICIPATION!

NEXT STEPS

• ANALYZE COMMUNITY FEEDBACK
• REVIEW DRAFT MASTER PLAN
• BOARD MEETINGS - FEBRUARY 7 (HA) / FEBRUARY 12 (COSC)
• STAKEHOLDER MEETINGS
• COMMUNITY MEETING #4 - MARCH 2018 (TBD)