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 - 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

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

San Jose, CA 95116
901 E Santa Clara Street
ROOSEVELT COMMUNITY CENTER
6:00 pm - 8:00 pm
October 11
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
6:20 pm  Presentation
7:00 pm  Visioning Exercise
7:45 pm  Share Out
8:00 pm  End
Urban Village Plan + East Santa Clara Master Plan

**EAST SANTA CLARA MASTER PLAN SITE**

**EAST SANTA CLARA MASTER 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

**URBAN VILLAGE PLAN**

**URBAN VILLAGE PLAN**

- DOWNTOWN SAN JOSE
- E. SANTA CLARA ST
- COYOTE CREEK
- ROOSEVELT PARK

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

**12 ACRES**
East Santa Clara Master Plan

Site

SCCHA Property

COUNTY Property

Valley Downtown Health Center

Mediplex

Bldg 800

EAST SANTA CLARA ST

URBAN VILLAGE

78 ACRES

COYOTE CREEK

ROOSEVELT PARK

DOWNTOWN SAN JOSE

BRT/BART

A VIBRANT AND CONNECTED PLACE TO WORK AND SERVE THE COMMUNITY

AFFORDABLE HOUSING + SERVICES

DYNAMIC LONG-TERM PLANNING DOCUMENT THAT PROVIDES A CONCEPTUAL LAYOUT DESIGN GUIDED BY THE URBAN VILLAGE PLAN

ACHIEVING THE VISION, GOALS, AND PROGRAM NEEDS PROVIDED BY THE HOUSING AUTHORITY AND THE COUNTY RESPONSIVE TO INPUT FROM THE NEIGHBORING COMMUNITIES

1. East Santa Clara Master Plan

2. Urban Village Plan

3. October 2018 Expected Issue Date

4. SCCHA PROPERTY: 5 acres

5. COUNTY PROPERTY: 7 acres

6. TOTAL: 12 acres
Affordable Housing FAQ
AMI + Affordability

AMI stands for Area Median Income
Santa Clara County = $125,200

Income Limits and Affordability

• 30% AMI – Extremely Low Income
  In SCC - $39,900
• 50% AMI – Very Low Income
  In SCC - $66,500
• 80% AMI – Low Income
  In SCC - $94,450

*All data based off a household size of 4 individuals.
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
Who’s in the room

**GRAY DOUGHERTY**
Gensler

**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
Community Meeting #1

Key Takeaways
Community Meeting #1

Meeting Activity
Community Meeting #1

Dot Exercise

Journey Map Activity
Community Meeting #1
Some of your favorite things…

You Love Where You Live

- Location Accessibility
- Historic and diverse architecture
- Unique community feeling

Small Town in a Big City

- Long walks
- Pedestrian friendly
- Neighborly
- Small businesses
- Community events

Beautiful Place

- Landscape diversity
- Mature trees
- Access to parks and trails
- Natural environment
- William Street Park

“The House of Bagels is the epitome of a wonderful neighborhood spot” - Naglee Park resident

“Old homes, quality architecture in a quiet walkable neighborhood.” - JJNA resident
Community Meeting #1

Some of your challenges...

Inadequate Parking
• No parking permit in JJNA
• Concern over lack of parking in future

Homelessness
• Encampments
• Empty spaces = attractive nuisance
• Blight
• Lack of affordability

Future Traffic Patterns
• Increased traffic on the streets
• Speeding
• Not pedestrian friendly

Planning Fatigue
• History of numerous planning efforts
• Discontent with Urban Village process
• Lack of community voice
Community Meeting #1

Future Development: Both an Opportunity and a Concern...

Opportunities:

- Unique & beautiful gathering places
- Connect the neighborhoods
- Housing to address housing crisis
- Neighborhood serving retail
- Vitality & activity on ESC
- Elimination of blight

Concerns:

- Buildings won’t respect the current architecture
- Too much density will change the small town feeling
- Height and setbacks will negatively impact surrounding single family homes
- Increased speeding and traffic (Want 15th St. to remain closed)
- Lack of maintenance, visibility and activity of open spaces

“A community where people of all income levels can afford to live” – JJNA resident

“A development that provides gathering spaces & connects us to Naglee Park rather than acting as a barrier.” – JJNA resident
Community Meeting #1

What does this mean?

Site Plan Priorities We Heard From the Community:

✓ Provide open spaces for gathering and activities with visibility
✓ Pedestrian and bicycle access through the site
✓ Housing for different affordability levels
✓ Active ground floor along East Santa Clara Street
✓ Consider architectural styles that complement the neighborhood
✓ Minimize vehicular traffic through the site
✓ Adequate parking for residents, employees and visitors
East Santa Clara Master Plan

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

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

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

**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

*Program Components*

- **PROGRAM**

- **HOUSING**
- **OFFICE**
- **PARKING**
- **OPEN SPACE**
Explore the Site

Priorities & Challenges
Figure 6.10 Conceptual East Santa Clara Streetscape Improvements (Transit Lane)

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
East Santa Clara
Priorities + Challenges

- Land Use
- Height Limit
- Housing
- Office
- Open Space
- Parking
- Circulation
- Ground Floor Activation
East Santa Clara Land Use
Provided by the Urban Village Plan

Priorities

• Create a safe and inviting center for the community
• Sensitive architecture styles and heights
• Connect the neighborhoods
• Provides opportunities for a vibrant and complementary neighborhood
East Santa Clara Height Limit
Provided by the Urban Village Plan

Priorities
• Stepped down heights
• Concentrate density towards East Santa Clara Street

Challenges
• The need to meet the housing program and units provided by the County and Housing Authority
• Flexible design to meet future economic goals
East Santa Clara Housing

Priorities

• Maximize the number of new high-quality homes
• Integrate into the surrounding neighborhood

Challenge

• Provide the number of affordable housing units required to meet demands
## East Santa Clara Housing

**Principles of Housing Design**

<table>
<thead>
<tr>
<th>Principle</th>
<th>Image</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provide plentiful light and air</td>
<td><img src="image" alt="Sun" /></td>
</tr>
<tr>
<td>Design well-protected outdoor spaces</td>
<td><img src="image" alt="Snowflake" /></td>
</tr>
<tr>
<td>Provide efficient parking</td>
<td><img src="image" alt="Parking" /></td>
</tr>
<tr>
<td>Design for Sustainability</td>
<td><img src="image" alt="Sun and Leaf" /></td>
</tr>
<tr>
<td>Be cost-effective</td>
<td><img src="image" alt="Cost-effective" /></td>
</tr>
<tr>
<td>Step down from new buildings to existing houses</td>
<td><img src="image" alt="Building Transition" /></td>
</tr>
<tr>
<td>Connect to the neighborhood</td>
<td><img src="image" alt="Neighborhood Connection" /></td>
</tr>
<tr>
<td>Activate the street level</td>
<td><img src="image" alt="Street Activation" /></td>
</tr>
</tbody>
</table>
East Santa Clara Housing

**Double-Loaded Corridor “Slab” Building**

- Units on both sides of a corridor
- Common building width of 60’-70’
- Length is determined by the site
- Height determined by construction and zoning

**Point Tower**

- Units wrap around a central core area containing elevators, stairs and utility spaces
- Common dimension approximately 110’-120’ square
- Height determined by construction and zoning
East Santa Clara Housing

Common Housing Heights

Low-Rise Construction
- Maximum six to seven total stories
- Often built to maximum of four to five stories
- Usually wood-frame construction
- Four to five stories of wood over two stories of concrete
- Least expensive construction type

Mid-Rise Construction
- Maximum height of eight to nine stories
- Usually built in concrete
- Commonly used for senior affordable and market-rate buildings

High-Rise Construction
- Unlimited height
- Most expensive construction
- Usually used only for market-rate housing
Priorities

• Flexible + efficient buildings that foster employee wellness
• Create a welcoming and accessible environment for public service
• Follow best practices for office space design

Challenges

• Balancing parking and ride share needs.
• Ability to provide effective ground floor activation
Design Considerations

- Rectangular floor plate 22,000 to 26,000sf (very flexible & economical)
- Central core
- Core-to-glass dimension max 45’ for daylighting
- Structural bay 30’ (most efficient over parking podium)
- Column-free interior spaces for flexibility
- Solar orientation (East-West orientation being most energy efficient)
East Santa Clara Office

Design Considerations

- Five to seven stories of office space
- Four stories of podium with parking and office spaces
- Concrete or steel construction
- 13'-6 to 14' Floor-to-floor height at offices
- 15' to 16' Floor-to-floor height at ground floor
- 10’ Floor-to-floor height at parking
Priorities

• An open space network that responds to a variety of needs
• Connect the community to transit
• Provide open space and amenities for the surrounding neighborhood

Challenges

• Governance / Maintenance
• Provide the right amount of open space
Priorities

- Provide adequate parking for employees and visitors, as well as Valley Health Center and Mediplex in order to minimize any parking in the surrounding neighborhoods

Challenges

- Height and size of parking structure
- Parking access
**East Santa Clara Parking**

1. **Housing parking** is self-contained within each project
2. Approx. **650 spaces** required for the parking structure

2-Bay Parking Structure (678 spaces in total)  or  3-Bay Parking Structure (724 spaces in total)
East Santa Clara Circulation

Priorities
- Provide safe pedestrian and bicycle access through the site
- Minimize internal vehicle traffic

Challenges
- Pick-up / Drop-off and Access to parking required on internal streets
East Santa Clara
Circulation

1. Provide **ample pedestrian and bicycle access** to and through the site, including from the neighborhood to the north to the BRT station on Santa Clara Street at 17th Street.

2. Provide pedestrian facilities from the BRT station to building entrances.

3. **Minimize vehicle traffic** traveling through the site.

4. Separate housing-generated traffic from office-generated traffic.
East Santa Clara
Ground Floor Activation

Priorities
• Provide some ground floor uses that address the pedestrian environment

Challenges
• The mission of the Housing Authority and County is to maximize potential housing and providing accessible environments for public service
• Limited space available for retail
East Santa Clara

Ground Floor Activation

1. Ground floor commercial space **fronting the street**.
2. Transparent ground floor spaces with **indoor uses visible from the street**.
3. Active Paseo to support ground floor commercial activities, and include **small areas for gathering** in addition to providing bicycle and pedestrian connectivity.
East Santa Clara Master Plan
Site Plan Alternatives
East Santa Clara Master Plan

Site Options

1. Paseo to Plaza

2. Meandering Park

3. Pocket Parks
Site Option 1
Paseo to Plaza

- **Housing**: 550 - 600 du
- **Office**: 324,000 sf

Legend:
- Office
- Housing
- Parking
- Existing Building
- Programed Open Space
- Open Space Above Parking Podium
Site Option 1
Paseo to Plaza

Greenway

Community Gathering

Ground floor activation

Low-rise buildings along E St. John St

Paseo

Mid-density housing
Site Option 2
Meandering Park

- Housing: 550 - 600 du
- Office: 324,000 sf
Site Option 2
Meandering Park

- Ground floor activation
- Community Gathering
- Low-rise buildings along E St. John St
- Square courtyard
- Linear Courtyard
Site Option 3
Pocket Parks

- Housing: 550 - 600 du
- Office: 324,000 sf

Legend:
- Office
- Housing
- Parking
- Existing Building
- Programed Open Space
- Open Space Above Parking Podium

Map with labels for streets and areas.
Site Option 3
Pocket Parks

- Wide courtyard
- Ground floor activation
- Market-rate housing (high-rise)
- Seating in courtyard
- A variety of open space

Community Gathering
Community Meeting #2
Visioning Exercise

Help us design the master plan!
Write your comments for the East Santa Clara Master Plan options.

1. Paseo to Plaza
2. Meandering Park
3. Pocket Parks

Choose your six favorite visioning images per table. Tape one image per box.

Configure the East Santa Clara Master Plan program components into the designated zones you think would be best.
Community Meeting #2
Visioning Exercise

Program Components

Housing

Mobility Network

Office

Parking

Open Space
Community Meeting #2

Visioning Exercise

Help us design the master plan!

1. Choose your six favorite visioning images per table. Tape one image per box.

2. Configure the East Santa Clara Master Plan program components into the designated zones you think would be best.
Community Meeting #2
Visioning Exercise Example

Help us design the master plan!

1. Choose your six favorite visioning images per table. Tape one image per box.

2. Configure the East Santa Clara Master Plan program components into the designated zones you think would be best.
THANK YOU FOR YOUR PARTICIPATION!

NEXT STEPS

• ANALYZE COMMUNITY FEEDBACK
• REVIEW DRAFT MASTER PLAN
• COMMUNITY MEETING #3 - DECEMBER 2018