East Santa Clara Master Plan
Four Community Meetings

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

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

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

Hello Neighbor!
- Meeting #3 key takeaways
- Share the final master plan & next steps
March 06
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
7:00 pm   Table Exercise
7:40 pm   Share Out
8:00 pm   End
East Santa Clara Master Plan

Project Next Steps

SCCHA + CoSC

MASTER PLANNING

- Big picture vision
- Identify program
- Framework + high level site plan (for access, open space, building massing + density)
- Community and other stakeholder input
- Board review

PUBLIC APPROVAL PROCESS

- Site plan + building interior/exterior design
- Environmental review (including traffic analysis)
- City public hearings

- Community and other stakeholder input
  - Entitlements + Permits
  - Board review and approval

PUBLIC APPROVAL PROCESS

- Site plan + building interior/exterior design
- Environmental review (including traffic analysis)
- City public hearings

- Community and other stakeholder input
  - Entitlements + Permits
  - Board review and approval

(Typical entitlement process takes 1 year. Specific project timeline varies)

DOCUMENTATION + CONSTRUCTION
(Individual Building or Multiple Buildings)

- Production of construction documents
- Construction

(Typical documentation process takes 2 years; construction process takes another 2 years. Specific project timeline varies)

SCCHA

CoSC
East Santa Clara Master Plan Site

SCCHA Property

COUNTY Property

SCCHA Property: 5 acres
COUNTY Property: 7 acres
TOTAL: 12 acres
Urban Village Plan + East Santa Clara Master Plan

EAST SANTA CLARA MASTER PLAN

- 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

EAST SANTA CLARA ST
URBAN VILLAGE
78 ACRES

12 ACRES

URBAN VILLAGE PLAN
1. Is 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. Adopted by the City Council on October 23, 2018
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

RIKI NISHIMURA
Gensler

KAREN KUKLIN
Gensler

XIAO WU
Gensler

SYDNEY WALLACE
Gensler

CAROL WESSON
Gensler

EMILY WEINSTEIN
Emily Weinstein Consulting

ROD HENMI
HKIT
Community Meetings Recap + Input to date

East Santa Clara Master Plan
East Santa Clara Master Plan

Stakeholders

Community

• Public meeting participants (meetings #1, #2, #3)
• Neighborhood Groups
• Business Associations
• Housing Advocate Groups
• Affordable and supportive housing managers + service providers

Government

• Santa Clara County Housing Authority
• County of Santa Clara
• City of San Jose
• Bay Area Rapid Transit (BART)
• Santa Clara Valley Transportation Authority (VTA)
#1 - September 20

East Santa Clara Master Plan
Community Meeting #1 Recap

Join the Conversation!

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

Walk-in Activity

Journey Map Activity
Community Meeting #1 Takeaways

What did we learn about the community?

**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

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

Priorities:

- Respectful
- Healthy
- Welcoming
- Friendly Neighborhood
- Variety of Income Levels
- Inviting
- Mixed-Use
- East Santa Clara St.
- Diverse
- Appropriately Sized Retail
- Large Gathering
- Green Space
- Bikeable
- Thoughtful Design
- Collaboration
- Vibrant Amenities
- Community
- Connectivity
- Accommodating
- Safety
- Diverse
- Engaging
- Connected
- Living Green

Honor Community
# East Santa Clara Master Plan

## Community Meeting #2 Recap

### #2 - October 11

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

### Site Plan Options

**Option 1**

**Option 2**

**Option 3**

**Walk-in Activity**

**Presentation**
Community Meeting #2 Takeaways
Site Plan Alternatives Preferences

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 informal 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
East Santa Clara Master Plan
Community Meeting #3 Recap

#3 - January 9

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

**Planning Principles**
- #1 - Inviting
- #2 - Connected
- #3 - Adaptive

**Presentation**

**Feedback Stations**

**Phasing Diagram**
Community Meeting #3 Takeaways
Draft Master Plan Input

Site Programming
• Retail, more of it
• Temporary, pop-up and art activations
• Visibility and activity to promote safety
• More greenery, less pavement

Traffic & Parking
• Study and mitigate traffic impacts
• Reduce need for parking

Neighborhood Connections
• Connect landscaping along 15th & 16th
• Gathering spaces
• Experience along E. St. John Street

Project (Next Steps)
• Needs cohesive, compelling vision
• Develop comprehensive management plan
• Conduct engagement throughout design process
Comments Integrated into Final Master Plan

East Santa Clara Master Plan
Comments Addressed

Our team has listened to the input from the Community, and the following topics address your comments.

1. Big Idea  
2. Safety  
3. Retail  
4. Access  
5. Open Space Program  
6. Scale and Visual Experience  
7. Look and Feel
East Santa Clara Master Plan

The Big Idea

HEALTH + WELLNESS
The foundation of this community
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Health and Wellness

- Former hospital site
- Providing housing – the foundation of community wellness
- Promote physical activity
- Open space for recreation
- Encourage social interaction
- Achieve long-term sustainability
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Health and Wellness

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

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

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

Building + Open Space
- Provide plentiful light and air
- Access to open space
- Inclusive for a variety of income levels
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Planning Principles + Design Themes

#1 - Inviting

#2 - Connected

#3 - Adaptive
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Connecting Neighborhoods
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Entries
Establish View Corridors
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Pedestrian / Bike / Vehicle Access

- Pedestrian and Bike Path
- Vehicular Access
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Phase 1 Retail

SCCHA Customer Service Center
Space is adaptable for potential future retail needs

4,000 SF Cafe/Retail
Open Space Program

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

* UVP: Urban Village Plan
East Santa Clara Master Plan

Building D-1

- The urban village plan requires a minimum 5’ setback
- Distance between the edge of proposed building and inner edge of the sidewalk will be ±20’
- Design will be compatible with the surrounding neighborhood
The purpose of the Design Guidelines is to guide individual building development on the East Santa Clara Master Plan site for consistency of the public realm. The guidelines may include:

• Massing
• Activation
• Material
• Furnishing
• Planting
• Lighting

The project team will share the design guidelines on the project website in April and hold an open house to solicit feedback.

Source: Hood Design Studio
East Santa Clara Master Plan

Look and Feel

Housing

Retail

Office

Open Space
Table Exercise
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East Santa Clara Master Plan

Community Meeting #4 Feedback

1. What do you like about the master plan?

2. What needs further study?
THANK YOU FOR YOUR PARTICIPATION!

NEXT STEPS

• DESIGN GUIDELINES OPEN HOUSE - APRIL (TBD)
• BOARD MEETINGS - EXPECTED IN MAY
• PROJECT CONTACT - MELINDA PLATT
  ESC@scchousingauthority.org