



# SANTA CLARA STATION AREA PLAN

## Initial San José Stakeholder Meetings Report

Santa Clara Valley Transportation Authority  
City of Santa Clara  
City of San José

March 2007



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# 1 Introduction

The City of Santa Clara, the City of San José, and the Santa Clara Valley Transportation Authority (VTA) are working together on a plan for the area around the Santa Clara Transit Center. A historic landmark in Santa Clara, the Transit Center is currently served by Caltrain and VTA bus lines. Over the next few years, station design improvements currently underway will allow ACE and Capitol Corridor trains to stop here as well. Future plans call for an Automated People Mover system between the station and the Airport. Additionally, a major effort is underway to extend BART from Fremont to Silicon Valley, with the Santa Clara Transit Center forming the terminus of this extension. With direct rail service to virtually all parts of the region and beyond and a very high projected transit ridership, the Transit Center will emerge as a key intermodal hub in the Bay Area.

## 1.1 SCOPE AND PURPOSE OF THE STATION AREA PLAN

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The Santa Clara Station Area Plan will guide future development of 432 acres of land—split between the jurisdictions of San José and Santa Clara—surrounding the Transit Center. While the area includes several vibrant uses, inactive industrial uses and low-intensity development dominate, especially adjacent to the existing Transit Center. The Station Area Plan will lay the foundation for the development and revitalization of the Planning Area, ensuring a dynamic social and economic environment by cultivating a wide spectrum of uses, including housing, live/work units, offices, stores, restaurants, parks, and other amenities. The confluence of these activities in proximity to a user-friendly transit hub will help foster a vital environment for residents and visitors to live, work, play, and travel with ease. Additionally, enhanced transit service and linkages will provide convenient connections to surrounding neighborhoods, and institutions such as Santa Clara University.

The Plan will include four major elements: a Land Use Plan; Circulation and Access Plan; Parking Management Plan; and Streetscape Plan. An Environmental Impact Report on the Plan will also be prepared, and will be independently certified by the Santa Clara and San José city councils. The Plan will be implemented by the two cities through amendments to their general plans and zoning regulations, capital improvements programs, and other plans and programs.

## 1.2 PUBLIC INVOLVEMENT

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The Station Area Plan will be a policy document that implements the vision of the community. Therefore, a strong public outreach program is an important part of the plan preparation process. Opportunities for public input have been designed to allow the planning team to learn directly from residents, business and property owners, and other community members about their needs and values, as well as to allow the public to provide feedback throughout the phases of the planning process.

### Public Input Process

The public input process is designed to enable two-way communication—both the giving and receiving of information and ideas between the public, elected and appointed officials, city and agency staff members, and the planning consultants. The multi-pronged outreach process includes:

- **Station Area Plan Website.** All documents and maps created during the update, as well as background information on the planning process, are posted on the Station Area Plan website at [www.santaclarasap.com](http://www.santaclarasap.com).
- **Station Area Plan Mailing List.** Those interested in receiving further information and notices can sign up on the mailing list via the website, the cities of Santa Clara and San José, or VTA.
- **Policy Advisory Group (PAG) and Technical Advisory Group (TAG).** The PAG, consisting of partner and other agency staff, provide policy-oriented assistance during the course of the project. The group includes staff from the City of San José, the City of Santa Clara, and VTA, whose specialized knowledge and expertise of issues regarding the

Planning Area will be drawn in to meet at project milestones or on specific issues on an ad hoc basis. Likewise, the TAG will meet as needed throughout the planning process. This group consists of VTA staff and other agency staff who have pertinent technical expertise to offer for design regulations, bike planning, joint development, environmental, rail, and other issues that might arise.

- **Stakeholder Interviews.** Stakeholder meetings will continue to be conducted at key stages of the planning process in order to provide a sounding board for issues and ideas to be compiled by Project Agency staff. Stakeholders consist of elected and appointed officials, property owners, interest groups, neighborhood representatives, and others.
- **Community Workshops.** Community workshops will be held at four points in the planning process to provide information to, and receive feedback from the public. The first Workshop was completed in August, 2006, as an initial visioning process, with the remaining workshops to be held as Transit Oriented Development (TOD) options are prepared; during development of supporting plans (such as for land use and transportation) for TOD; and toward the end of the process for discussion on the Draft Plan.
- **Public Access to all Documents and Results.** The results of all public meetings, workshops, and presentations will be summarized and made available to the public, and will be posted on the Station Area Plan website.

### 1.3 STAKEHOLDER INTERVIEWS

From July through November 2006, Project Agency Staff and consultants conducted interviews with the 11 stakeholders from the City of San José:

These stakeholders represented a diverse set of interests and agencies, including:

- Transit and transportation
- Historic preservation
- Economic development
- Housing and community
- Parks and recreation
- Business and property ownership
- City Council and Planning Commission

This report provides a summary of the issues and ideas that arose during this dialogue. The following chapter identifies major issues identified by stakeholders. Subsequent chapters contain expanded discussions of the issues, as well as a full list of comments by topic. The report concludes with information about how this input will be used during the next steps of the planning process.

It is important to recognize that the issues presented in this paper are not necessarily fully representative of the community at large, nor are they a comprehensive assessment of opportunities and challenges. No sampling techniques were employed in selecting the stakeholders, and consequently, the results cannot be generalized as

Table 1: Stakeholders

Name	Title / Agency	Interview date
Nanci Klein and Paul Krutko	City of San José Office of Economic Development (OED)	July 24, 2006
Dan Ryan	President of San José Jet Center	July 24, 2006
John Urban	Representative of the Newhall Neighborhood Association	
Gladwyn D'Souza	Silicon Valley Bicycle Coalition board member and Walk San José board member	July 28, 2006
Patricia Colombe	Historic Landmarks Commissioner and former Principal Planner for City of San José	July 28, 2006
Helen Chapman	Parks and Recreation Commission Chair	July 28, 2006
Dave Maas, Cary Greene, and Kim Becker	Airport Staff	August 4, 2006
Shiloh Ballard	Housing & Community Development, Silicon Valley Leadership Group/Housing Action Coalition	November 14, 2006

the sentiments of the population at large. It is also important to recognize that information presented by the stakeholders reflects their perceptions, some of which may not necessarily be grounded in facts.

Santa Clara stakeholder interviews were conducted in January and February 2006, and are documented in the Initial Santa Clara Stakeholder Meetings Report, published in June 2006, and available online at [www.SantaClaraSAP.com](http://www.SantaClaraSAP.com)

## 2 Major Themes

Stakeholders were asked to provide a vision for the Santa Clara Station and Planning Area, and to identify major opportunities and challenges for the future. They were asked to suggest uses, attractions, and transportation improvements that may benefit the community, and to identify particular issues that are likely to find support or opposition from the community.

Overall, stakeholders in San José supported the creation of a well-connected multi-modal transportation hub that would become a destination for both businesses and residents. Stakeholders supported pedestrian friendly mixed-use development, increased residential densities/intensities, well-integrated open spaces, and transit-supportive uses. However, they also emphasized the need for new development to be compatible and sensitive to the scale and character of existing neighborhoods.

Similar to stakeholders in Santa Clara, several major themes rose to the fore-front, and are summarized below. Subsequent sections of this report elaborate on the spectrum of issues related to these topics, as well as additional opportunities and challenges identified by the stakeholders:

- **Integrated transportation system.** All stakeholders envisioned the station area to be a multi-modal transit hub with auto, rail, air, bus, and shuttle services. Nearly all stakeholders voiced the desire for a well-integrated transportation system that would provide easy connections between the various modes, including walking and biking. Some also noted concerns about adequate parking and traffic congestion, as well as the quality of access to the station for buses and shuttles.
- **Higher-intensity development and scale transition.** Several stakeholders discussed the potential for higher-intensity development in areas close to the San José Norman Y. Mineta Airport (FMC), the future BART station, and Santa Clara University. Stakeholders called for development of “four stories” or “at least 75 feet,” which may support the necessary density for the future transit hub. Areas around El Camino Real and The Alameda were also mentioned as suitable for higher density, mid-rise development. However, there were a few avid supporters of preserving low-density housing and limiting residential densities, especially around existing single-family neighborhoods.
- **Transit-supportive development.** All stakeholders envisioned the Station Area to be fertile ground for all kinds of commercial, retail, residential, and public development. Amenities named included hotels, conference or office space, parks, senior homes, and schools.
- **Walkable, pedestrian-oriented development.** The overall vision of the Station was predicated on easy and direct pedestrian access to the Station and the surrounding area. Access along Brokaw would be essential, with an overpass across the tracks to connect the two sides of the Station. In addition, several stakeholders envisioned parks as a key component in the walkability and overall pedestrian environment around the station.

## 3 Planning Issues

This chapter provides an expanded discussion of the issues raised by the stakeholders. The discussion draws out themes repeated by stakeholder interviewees and knits together various ideas. The first six (key) planning issues are those that stimulated the greatest amount of discussion and opinion.

### 3.1 KEY ISSUES

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#### Transit Service

Transit service was the focus of the interviews, with 10 out of 11 stakeholders voicing their support for a well-integrated transit system that connects the airport, Downtown San José, and Santa Clara University. In addition to BART, many stakeholders envisioned various modes of transit, including the proposed people mover at the Airport, North First Street Rail Transit, bus rapid transit, shuttles, minivans, and carshare. Several stakeholders advocated an improvement in the bus system, with more buses and stops integrated into a mixed-use environment. Virtually all stakeholders agreed that the success of transit would depend upon a user-friendly station that is easily accessible to all modes, to high-intensity mixed-use developments, and to open spaces around the station catchment area. For example, one stakeholder suggested that transit stations be located on lower floors of mixed-use developments, with residential uses on the upper floors. Concerns also included the costs and efficiency of riding transit; while some decision-makers voiced their concerns about financing the transit system.

#### Circulation, Traffic, & Connections

In relation to the discussion of circulation and transit in the Planning Area, increased traffic congestion was a concern for some stakeholders. Areas foreseen to be most affected include the airport, university, and residential neighborhoods. Several stakeholders suggested a separation of transportation infrastructure—such as exclusive transit lanes or pedestrian paths, for example—to support alternative modes of transportation. Obstacles include established circulation and development patterns, small land parcels with individual ownership, and financing. One stakeholder suggested assigning infrastructure and mode split goals.

#### Higher Intensity Development

In general, stakeholders supported higher-intensity development at areas around the station, FMC, and Santa Clara University. Suggestions included a mix of commercial, transportation, and residential uses that would support the density necessary for a transit hub and foster economic growth. Specifically, several stakeholders targeted the areas around Brokaw Road, El Camino Real, The Alameda, and the railroad tracks as prime locations for mid- to high-rise development. One stakeholder felt that underutilized sites—such as the police station parking lot, battered women’s shelter, and historic barn—all have potential for redevelopment. Some stakeholders, however, cautioned against high-density development near existing single-family residential neighborhoods, such as the Newhall neighborhood, and voiced a desire for more low-density housing options.

Some stakeholders specified a smart-growth approach to higher intensity development, with mixed-use, pedestrian- and bike-friendly design, connected open spaces, and high-intensity uses such as a hotel and anchor retail stores. Some foreseeable challenges to a higher intensity of uses, according to some decision-makers, would be the fiscal feasibility of some land uses as well as supporters for anti-growth.

#### Residential Development

Residential development was a primary issue for stakeholders. Many are concerned that the history and character of neighborhoods will be jeopardized by the station and higher intensity development. While some stakeholders, mostly decision-makers, approached residential development from a transportation planning and economic point of view—by focusing on the necessary densities for a transit hub and economic growth near the station—others presented a community development viewpoint that focused on preserving existing housing character and neighborhoods by looking toward more housing options for local employees and senior citizens. Others felt that residential development along Campbell Avenue should be limited in order to preserve the existing neighborhood quality of life. Regardless of their approach, most stakeholders agreed that higher density housing should be located near the transit station, the university, and FMC, and should be integrated into a mixed-use environment with amenities for employees, residents, and transit users, including parks and schools.

## Commercial/Retail Development

Many stakeholders, especially decision-makers, see the Santa Clara Transit Center as an instigator of economic development and a revenue-generator for the City and FMC, bringing major opportunities for commercial and retail development. In turn, the transit hub and commercial development would be the engine of pedestrian activity, a goal for most stakeholders. In particular, many stakeholders emphasized the potential for, and need for, retail amenities to serve target users—north San José employment districts such as along Campbell Avenue and the airport, commuters from downtown San José, airport travelers, and Santa Clara University affiliates. Other commercial development possibilities named include R&D facilities, hotels, big box retail, a mini-conference center, and, in the long run, a daytime meeting district. In addition to new commercial development, a few stakeholders also emphasized the need to preserve existing businesses, especially along Campbell Avenue.

## Pedestrian/Bicycle Friendliness & Accessibility

Stakeholders unanimously agreed that San José requires vast improvements to its pedestrian and bicycle connections and crossings, especially between the airport and station area. “Walkable” neighborhoods, particularly connections to and from the transit station and across major arterials, were of utmost interest to those interviewed. Stakeholders recognized the need to create safe and inviting spaces to walk along, complete with streetscape improvements, street trees, and lighting for safety and visibility. Some stakeholders voiced the goal of amplifying pedestrian activity, calling for “a Santana Row on steroids, designed to ensure that it [the station area] is busy enough.” Mixed-use development and connected open spaces were often discussed in conjunction with pedestrian and bicycle access, especially in areas around the station, the university, and Brokaw Road.

In addition to improvements to the pedestrian realm, some stakeholders also stressed that bicyclists need a safe and efficient network throughout the Planning Area that would allow for an easy transition between modes of transit (bike, walk, and rail) and that would make it easy to get around without having to compete

with cars for road space. Bicycle access would thus be prioritized on Brokaw, El Camino Real, Coleman, and Newhall Streets. Installation of more bicycle parking and shops, public restrooms, and food/beverage amenities would further encourage biking as a mode of transportation.

## 3.2 SECONDARY ISSUES

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The following issues were recognized by stakeholders as important planning issues, but were not raised as frequently or were not discussed in extensive detail.

- **Historical integrity.** While virtually all stakeholders supported higher intensity developments around the station area, roughly half were concerned about the preservation of the existing historical neighborhoods and way of life. The Newhall/Campbell neighborhood and its cul-de-sac single-family character were specifically identified as worthy of preservation. Additionally, one stakeholder identified the station area as a gateway for San José and Santa Clara, arguing that it should capture the essence of the city and serve as a historic tourist attraction.
- **Parking.** A few stakeholders addressed parking supply. Representatives from the airport expressed the need for 40 acres of long-term parking in coordination with BART. Some of the parking need will be satisfied by a parking structure and potentially another 20 to 22 acres of surface parking on the FMC site. One stakeholder stated his opposition to parking structures and suggested hiding parking underground, below-grade, or behind buildings with remote parking as an alternative option.
- **Parks and open space.** Two stakeholders addressed their vision of an integrated open space and park system in the Planning Area. In addition to parks, they felt that waiting and drop-off areas around transit should be well designed and should create a vibrant pedestrian environment. Open spaces should be located between main transportation corridors and hubs, and prioritized during the planning process.

## 4 Comments by Topic

Specific comments and issues identified by the stakeholders are catalogued below by topic. The statements contained in this section are representative of the opinions of the stakeholders who participated in the interview process. Some statements may contain inaccurate information, but were nevertheless included to provide a complete summary of inputs.

### 4.1 DEVELOPMENT

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#### Commercial/Retail Development

- Be sensitive to the needs of existing businesses. For example, if there are any plans to relocate businesses in the De La Cruz and Brokaw commercial and industrial area, those businesses should be treated with respect and given time, resources, and aid to relocate within the area.
- Maintain businesses on Campbell Avenue, at least for the near-term. Zazzle with 300 employees is going to sublease 60,000 square feet from Sanmina at 1185 Campbell Avenue. Encourage the little businesses to stay.
- Establish interim uses for the FMC site.
- There is no place to eat now. The area needs places that provide services for employees, such as oil changers, dry cleaners, etc.
- Smart development. This is a “grand opportunity for a new and fun neighborhood.” Currently, the station and adjacent land uses—i.e., the police station parking lot, battered women’s shelter, and historic barn—are under-utilized. This low-density area could be redeveloped with a mixed-use building containing a major bus feeder station à la Transbay Terminal on the ground floor, with 2-3 floors of office and 2-3 floors of housing above. This would encourage more pedestrian-focused activities.
- A future vision could include a mix of housing and office uses in a hub with feeder corridor spokes, including a feeder bus system with bus and pedestrian-only dedicated lanes. Open space is important, as well as excellent transit and multimodal connec-

tions. Vertical mixed-use with housing and commercial, including retail and restaurant uses, is a possibility. Open space should be located between the main transportation corridors and hubs. Bus transit should be increased after land uses change and the increased population provides ridership.

- Look at Fruitvale BART as an example.

#### Residential Development

- Apartments are needed for flight crews.
- Apartment buildings of the density and type that are seen on North First Street would be appropriate around Brokaw.
- Feather back the density to align with adjacent residential densities and blend new development in with the pre-existing Newhall Neighborhood area. Land use compatibility is doubly important regarding other decisions for housing. The Campbell block in the Planning Area does not seem like an appropriate area for new housing.
- Promote employment and travel related uses and services rather than policies to develop high density residential. Senior housing might be appropriate. If new housing is put in the area, it should be close to the station and adequately set back from the existing residential area. New housing should be dense and high-rise.
- Conversion of industrial uses to residential is outrageous. San José has a significant population that has an education well suited for Light Industrial and Manufacturing employment. Naglee Park is a good example of a nice neighborhood.
- The area has good weather and is close to downtown.

#### Higher Intensity Development

- Maximum height of greater than 75 feet would help, as well as multi-use within a 700-foot radius and decent solar access with green building design. Multi-use would be especially good to the south of the station. Apartment buildings of the density and type that are seen on North First Street would be appropriate around Brokaw. Taller buildings would be better in Santa Clara along the Alameda and El Camino.

- The El Camino/Grand Boulevard area should have increased density. The goal should be to have buildings four stories high and one block deep. We should refer to the administrative draft of the Grand Boulevard Plan. Cities are now in the process of getting grants.
- Consider the best use for land investments. Advocate for BART. Expect dense housing development and a mixed-use component, at least mid-rise (10 stories), and a maximum height based on airport/FAA constraints rather than a maximum height of 120 feet.
- The major ridership generators and attractions of the area are locations right next to the University and Airport. For example, there will be housing demand to serve the University and hotels to serve travelers from the Airport. They will provide the opportunity for anchor tenants in a mixed-use development.
- A Fantasy for the area would be “Santana Row on steroids,” but more contextual — mixed-use, well designed, walkable, and bikeable, with a huge housing component and inviting public spaces. A vision based on the New Urbanist Mixed-Use Model.
- High-rise development may be appropriate right across from the University in The Alameda/ El Camino area and along the El Camino corridor. High-rise next to the railroad tracks might also be appropriate.
- Trends that impede appropriate land use decisions relate to the fiscalization of land use and local government finance. Residents who are anti-growth are also an issue.
- Aside from Santana Row, another model for future development in this area is the Oakland City Center area.
- Existing neighborhood organizations and residents tend to get more uncomfortable with growth issues as urban areas intensify over time. The planning jurisdictions should work with the community constructively to resolve these issues.

## 4.2 CIRCULATION AND LINKAGES

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### Circulation, Traffic, And Connections

- The first goal should be to assign an acceptable mode split percentage for bicycle, pedestrian, and transit. Then assign infrastructure goals and through measures/means determine the effects and whether or not autos can cross intersections. The best example in the area is Stanford with walking as 8% of the mode split. Have a bike shop or facility that provides a pump and patch kit.

### Vehicular Traffic And Street Network

- Obstacles include established circulation and development patterns, small land parcels with individual ownership, traffic, and money. Brokaw could be altered.
- Need to keep different uses separate to avoid commingling. For example, the intermixing of semi-trucks and autos in Oakland is a problem.
- Traffic issues with the University may also be a concern.

### Airport

- Airport and traffic are the big issues in this area.
- Airport staff is looking at short-term and long-term needs for the Airport. In the long-term, the staff could be supportive of BART. Third party parking providers may be necessary to accommodate additional BART-related demand. Rental car spaces are also needed. In the short term, operational and revenue needs may require interim uses ranging from 5 years to 30 years in duration. For example, the United Defense site is rented on a 60-day to 90-day notice condition. Airport staff concurs with the Office of Economic Development staff in considering interim revenue-generating uses on the FMC site to pay debt service on the FMC purchase.
- The airport needs include prohibiting residential uses on the FMC site.
- Airport access via shuttle bus is currently utilized. When BART is operating, plans call for an automated people mover that would link BART to the airport terminals. There is no funding for the people mover until 2018, so it would come online

when or after BART is operating, and it is linked to the BART schedule. The people mover link from BART to North First Street Light Rail Transit is also planned. \$200 million from Measure A is intended to fund this project. Currently there are bus service links with the North First Street Light Rail Transit, with bus service every 15 minutes. Airport staff is looking for a right-of-way for getting the people mover into the airport and getting to the terminals.

- The long-term vision for the Airport includes a mini-conference center area, a bus center operation, and a one-stop daytime meeting district with parking and office facilities.
- The airport needs to find space for 40 acres of long-term parking. Some of it will be handled by a new parking structure, but the Airport may need approximately 20-22 acres on the FMC site to fulfill this parking demand.
- One approach is to coordinate airport parking for a fee with future BART standard parking. The assumption is that there would be no free parking provided.
- Airport access is key, and assumes a good connection to the automated people mover system and an alignment that makes sense. FMC is intended to include uses that support aviation and airport revenue. Height constraints (approximately 206 feet maximum height above mean sea level) would allow buildings up to approximately 150 feet in height on the FMC site.
- Having a City of San José-owned site adjacent to the Mineta Airport (FMC) is mutually beneficial for future BART ridership and revenue to the City of San José. The FMC site is envisioned to ultimately provide up to 3 million square feet of R&D and hotel uses and be a primary driver of BART and Airport trips. The Santa Clara Station is both a transfer point and a destination.
- On the FMC site, potential interim uses for up to approximately 20 or more years include large format (big box) retail. Additionally, the Airport is considering moving long-term parking from the west side of the airport to approximately 20 to 25 acres of the FMC site, with a 30-year leasehold.

- The airport wants to increase domestic flights. Increasing activity at and around the Airport is a primary goal. The intensification proposed by Bay and the larger area encompassed by the North San José Development Policy is intended to provide the framework for facilitating development that would increase the level of pedestrian activity.
- Corporate travel focus: San José is really convenient to executives for corporate travel by private plane compared to Oakland and San Francisco Airport. Access from airplane to vehicle to highway should be quick and painless.
- One negative aspect of the area is taxes on airplanes, which results in airplanes being kept in Oregon instead.

#### 4.3 TRANSIT SERVICE

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- The Airport is an immense driver of activity. When the people mover is in place, the expectation is that many of its users will be North San José residents and employees who will want to access the Santa Clara Station. Additionally, people from downtown San José will use BART to get to and from the Airport. OED also anticipates that there will be BART ridership between downtown and Santa Clara University.
- Executives tend to be BART averse, but employees would use both BART and the people mover.
- The Station Area is accessible from downtown and freeways to Stanford, Los Gatos, Fremont, San Francisco, and Redwood City.
- A future vision could include a mix of housing and office uses in a hub with feeder corridor spokes, including a feeder bus system with bus and pedestrian-only dedicated lanes. Bus transit should be increased after land uses change and the increased population provides ridership.
- Are people going to ride transit? Is parking for transit going to be inexpensive? Will there be improved transit on Coleman?
- Transit costs for families are expensive and increasing.

- Streets should be planned and designed around a bicycle and bus catchment area so that they are pleasant and efficient for pedestrians. We need more Bus Rapid Transit on The Alameda for the Nos. 62 and 60. Bus travel time and other transit time has to be better than bicycle travel time. Frequency, speed, and cost for families are major concerns. In addition, we should not have autos crossing major transit lines: this type of situation is inefficient for transit.
- An increase in ridership is directly related to a decrease in public health problems.
- Increase the bus catchment area and add more bus lines. A 3 to 4 story station would help. It could be viable if it were combined with housing, for example a station with 1000 residential units. A lease option puts money into Caltrain coffers. Look at the train proximity to the Hong Kong Airport as an example.
- Need a new mobility agenda around existing Caltrain stations to maximize interaction and minimize travel. Consider providing shared taxi and car share programs, as well as free minivans and shuttles. Negotiate smaller streets than regular buses and are more likely to be full. The Los Gatos Clean Air funds subsidize minivans. Because of unfortunate geographic conditions, Los Gatos has bad air.
- Re-use the existing transit infrastructure, and redesign it for increased pedestrian use.
- Walnut Creek BART Station is a good example of integrating open space and encouraging pedestrian activity. It is important to help create a perception of safety. Pleasant Hill also is a good example. The station area should be designed to ensure that it is busy enough and should address all potential users. For example, Bellarmine High School students are potential users. The station should have an easy drop-off waiting area and short-term and long-term parking, with ample open space to avoid feeling trapped.

#### 4.4 PEDESTRIAN FRIENDLINESS AND ACCESSIBILITY

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- The subject area includes a University that provides an area of interest to bicyclists and pedestrians. Generally, plan for a 1/3-mile radius for pedestrians, and a 4-mile radius for bicyclists.
- Brokaw Road should be enhanced as a pedestrian road including pedestrian-exclusive signals, reduced grade changes, bulb-outs, and fly-overs over Coleman Avenue. Coleman should be redesigned for bicycles.
- The San José 2020 General Plan goals and policies related to Pedestrian Priorities and Downtown Access should be referenced. Bicycle access on Brokaw Road, El Camino Real, Coleman Avenue, and Newhall Street should be prioritized.
- Adequate bathrooms, bicycle stations, and food services should be provided along bicycle routes. The gold standard is Union Station in Washington D.C.
- Shasta/Hanchett is a good example. It has a sense of neighborhood, a farmers market, the coffee house and small town safe feeling in a big city. It is old and interesting, you can walk your dog and see unique buildings. This is similar to Victoria, and Granville Island, Vancouver, where there is an intimate scale combined with a feeling of belonging to a city.
- San José is generally not pedestrian-friendly. Willow Glen/Lincoln Avenue, Shasta/Hanchett, and Santana Row are exceptions. In Santana Row, the plaza integrated with different buildings creates a nice play to go and hang out. It has a mix of age groups and feels safe.
- Need a framework and guidelines to plan the Station area.

## 4.5 PARKING

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- No support for parking structures. Preference for underground hidden parking behind buildings or below grade. Another option is remote high-density parking with shuttle buses near the interstate highway.
- Is parking for transit going to be inexpensive?
- Make parking inconvenient or use market prices for cars and ensure the number of bicycle stations provided is adequate. A good example is 4th and King Streets in San Francisco.

## 4.6 HISTORIC INTEGRITY

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- Preserving history and housing stock is important.
- Preserve existing housing in the neighborhood. Preserve older architecture that contributes to the neighborhood's character.
- Provide a variety of housing types.
- Preserve Campbell/Newhall cul-de-sac and quality of life with the existing circulation pattern and a double left turn from Campbell onto El Camino. Preserve narrow streets, walkable sidewalks, and mature shade trees with a wide canopy, such as maple.
- The Newhall neighborhood is of high quality, is unusual, and deserves protection.
- CEQA does not assess overall quality of life in historic neighborhoods. If impacts are too great, a flight of existing residents is likely, and we will lose the historic quality of the neighborhoods. We need to respect the neighborhoods to preserve them.
- The station area has Countywide and regional significance. From an historic aspect, this was an agriculturally related destination. It would be relevant to have open space with visitor information that discusses this history because the station includes both the City of San José and the City of Santa Clara and serves as a gateway station from the Airport. The history that is close to the station should be related to the station. There could be a historic walk like the one in San Antonio, Texas.

- The station should be a space that captures the essence of San José and should serve as a historic tourist attraction like Union Square in San Francisco; Granville Island in Vancouver; Victoria, Canada; and Farmers Market-Produce Row in London.
- Think outside the box and deviate from its regular way of doing business. Build around a theme. Housing can happen, but after the theme is established.

## 4.7 PARKS AND OPEN SPACE

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- Open space is important. Open space should be located between the main transportation corridors and hubs.
- Parks and schools are essential where we plan housing. They are land intensive and dilute housing density but they are necessary land uses. Without them, we have problematic neighborhoods.
- There is a lack of planning for open space. We should prioritize parks and recreation along with other City services and amenities.

## 4.8 ENVIRONMENTAL CONCERNS

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- There are many environmental constraints on the Airport and adjacent sites. For example, FMC is undergoing hazmat remediation. They will need approximately 18 months to demolish existing structures.
- The proximity of the Airport may constrain development because of odor, noise, airplane take-off and landing patterns, and traffic issues.

## 5 Implications for the Station Area Plan

The depth and breadth of input provided by the stakeholders is a significant contribution to the Santa Clara Station Area Plan. Major issues regarding circulation and connectivity, residential and commercial development, transportation, and surrounding neighborhoods were expressed by many of the stakeholders. But just as important are the singular issues offered by individual stakeholders coming to the table with their unique perspective and experience.

The project agency staff and planning team will closely review and consider the San José stakeholders' input along with comments made at the pending first public meeting and Santa Clara stakeholder interviews, and use it as the starting point for envisioning TOD alternatives for the Station Area Plan. The resulting options will be brought back to the community, and the vision for the Planning Area and the strategy to achieve it will be formulated together. Supporting land use, circulation, parking, and streetscape plans will then be drafted with input from the community, followed by preparation of the draft Station Area Plan.