

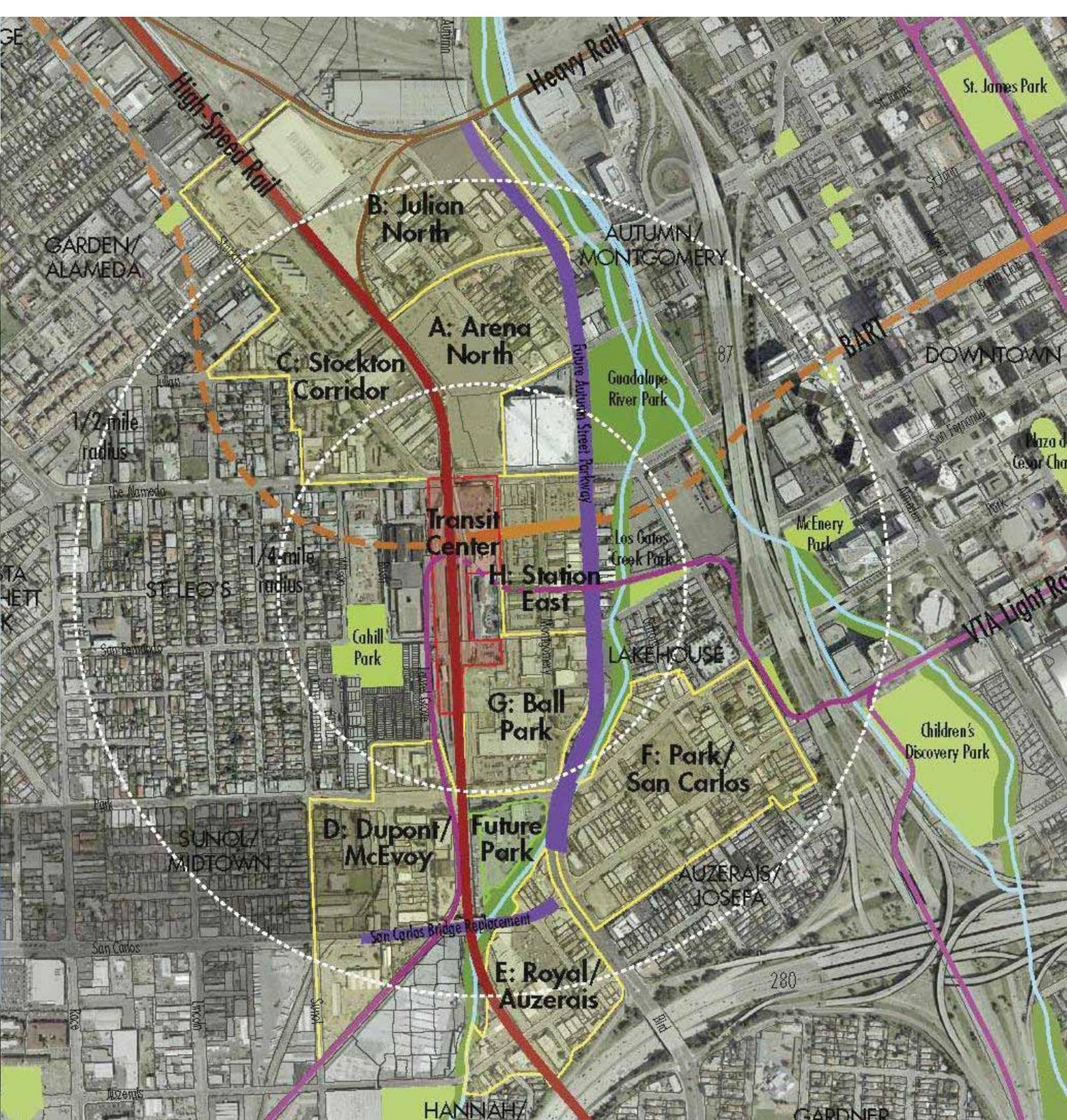
Diridon Station Area Plan

Sketch Plan Ideas Workshop



March 27, 2010

www.sanjoseca.gov/planning/diridon



Workshop Objectives

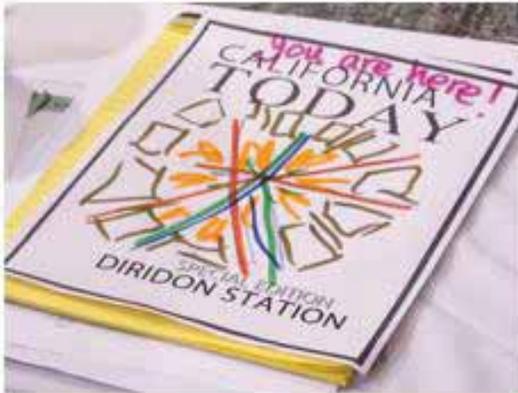
Get Your Feedback:

- **Emerging Themes**
- **Sketch plan ideas**

Workshop Agenda

- **Community Feedback to Date**
- **Existing Conditions and Key Findings**
- **Emerging Themes**
- **Sketch Plan Ideas**
- **Participation Activity #1: Emerging Themes/Changes**
- **Participation Activity #2: Sketch Plan Idea Stations and Feedback**
- ***Report out***
- **Next Steps and Adjournment**

Community Outreach Feedback



Stakeholder Feedback

- **Station area as a destination, capturing visitors for shopping, public events and entertainment**
- **Enhanced public realm and walkability**
- **High intensities and a mix of uses, with greatest adjacent to the Station**
- **Expanded inventory of commercial development**
- **Ensured ease of access, circulation, and parking**

Visioning Workshop Feedback

- **Station area as a vibrant destination with a mix of uses**
- **Balance of preservation and innovation**
- **Creation of an urban district with higher densities and taller buildings at the core**
- **Walkability and creating a vibrant public realm**
- **East-west connectivity**
- **Integration of public art and event space into infrastructure and development**

Visioning Workshop Headlines

- **“Arrived! San José’s World Class Destination Connects Regional Community to Entertainment, Art, Work, Business, Shopping, Parks, Play + Living, Public Spaces, Opportunities, and Plazas”**
- **“Do You Know the Way to San José? San José’s New Urban Transport, Entertainment and Residential Hub”**
- **“Diridon Station – A Great Place to Live, Work and Play”**
- **“Vibrant, Livable Station Area That Balances Between Old and New”**

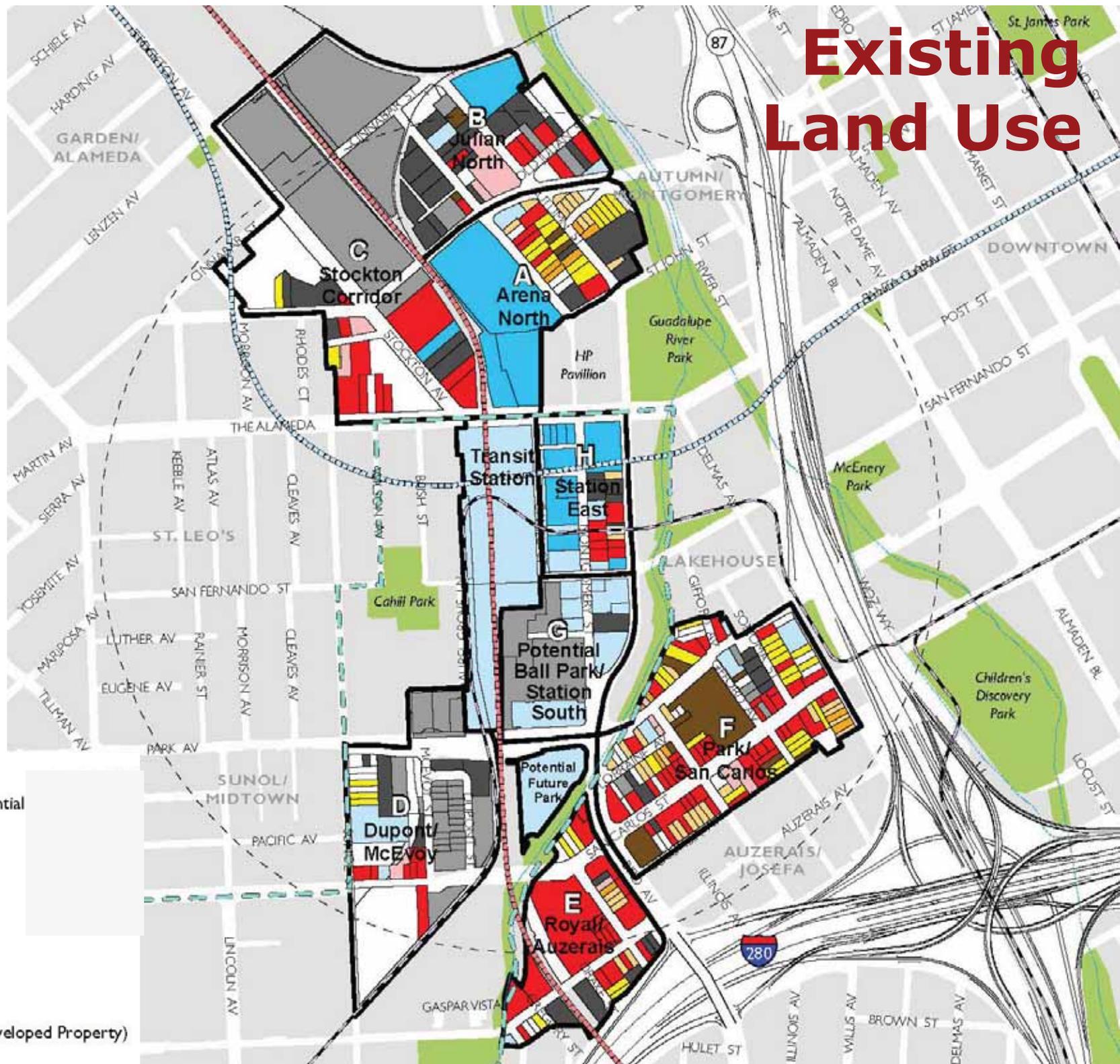
Existing Conditions, Opportunities and Key Findings:

<http://www.sanjoseca.gov/planning/diridon/>

Existing Context

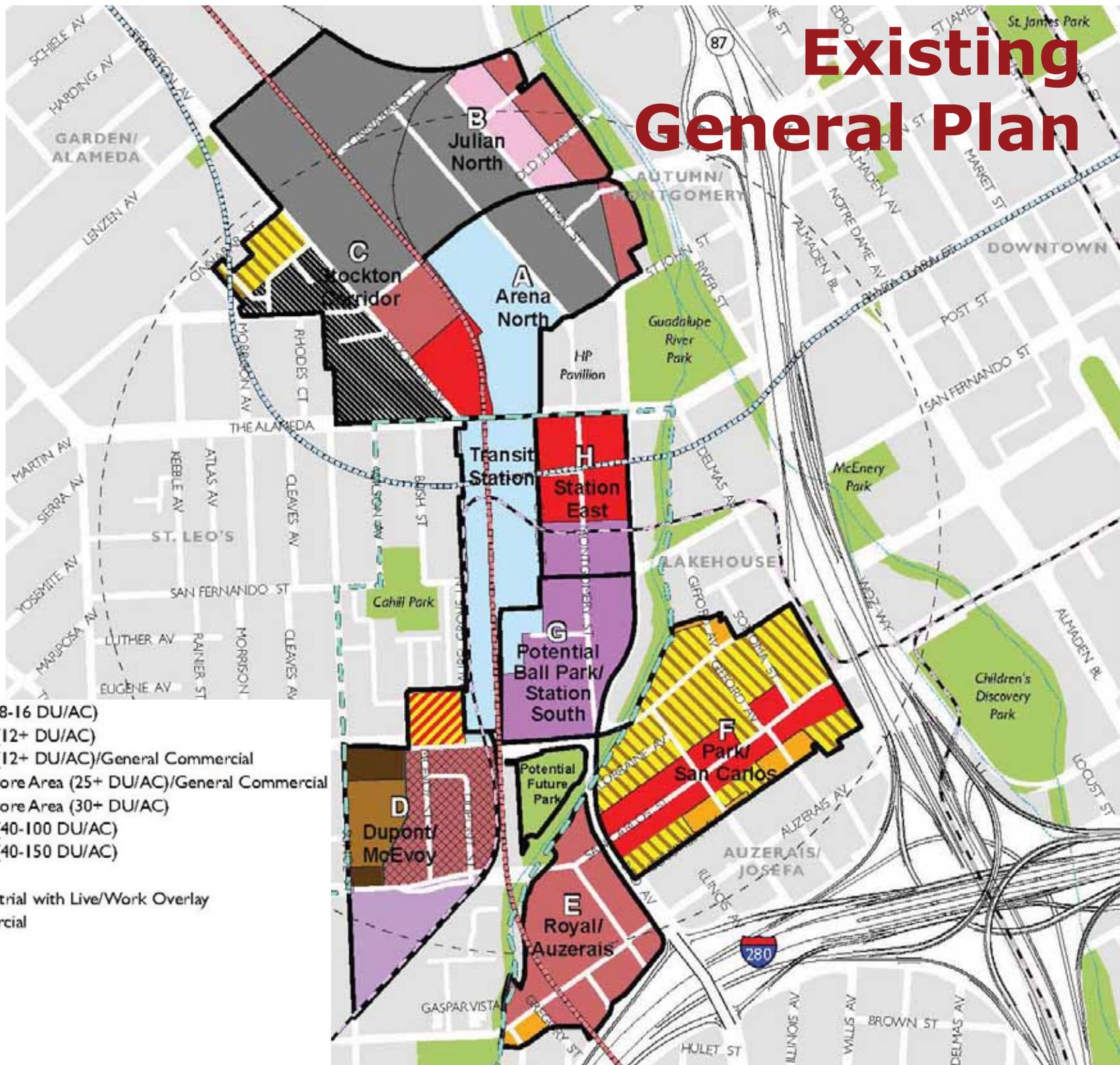


Existing Land Use



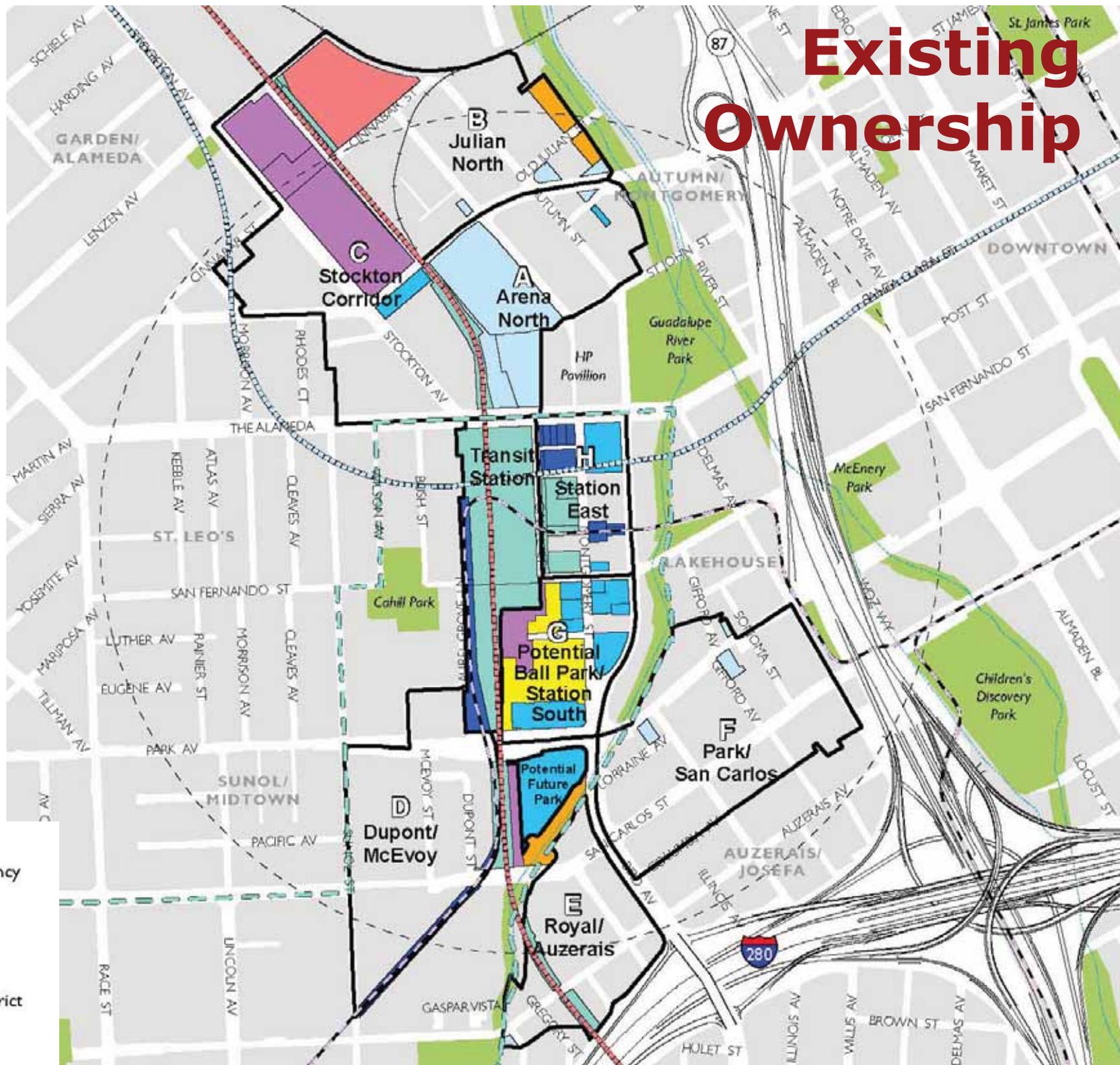
- Low Density Residential
- Medium-Low Density Residential
- Medium Density Residential
- High Density Residential
- Commercial
- Office
- Heavy Industrial
- Light Industrial
- Public/Institutional
- Parking Lot
- Vacant (Unoccupied or Undeveloped Property)

Existing General Plan



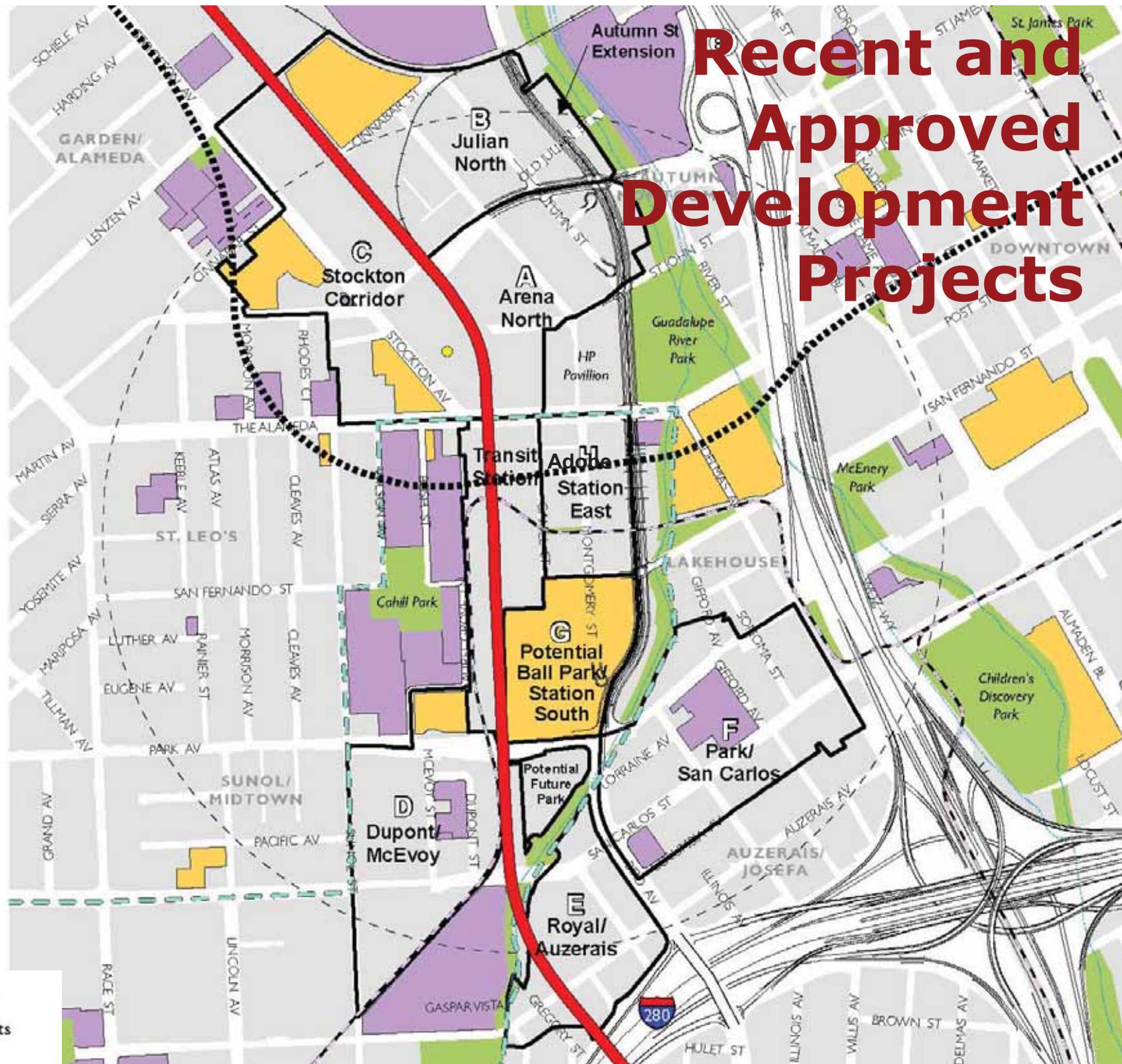
- Medium Density Residential (8-16 DU/AC)
- Transit Corridor Residential (12+ DU/AC)
- Transit Corridor Residential (12+ DU/AC)/General Commercial
- Residential Support for the Core Area (25+ DU/AC)/General Commercial
- Residential Support for the Core Area (30+ DU/AC)
- Transit-Oriented Mixed Use (40-100 DU/AC)
- Transit-Oriented Mixed Use (40-150 DU/AC)
- General Commercial
- Combined Commercial/Industrial with Live/Work Overlay
- Combined Industrial/Commercial
- Office
- Light Industrial
- Public/Quasi-Public
- Public Park and Open Space
- Mixed Use Overlay

Existing Ownership



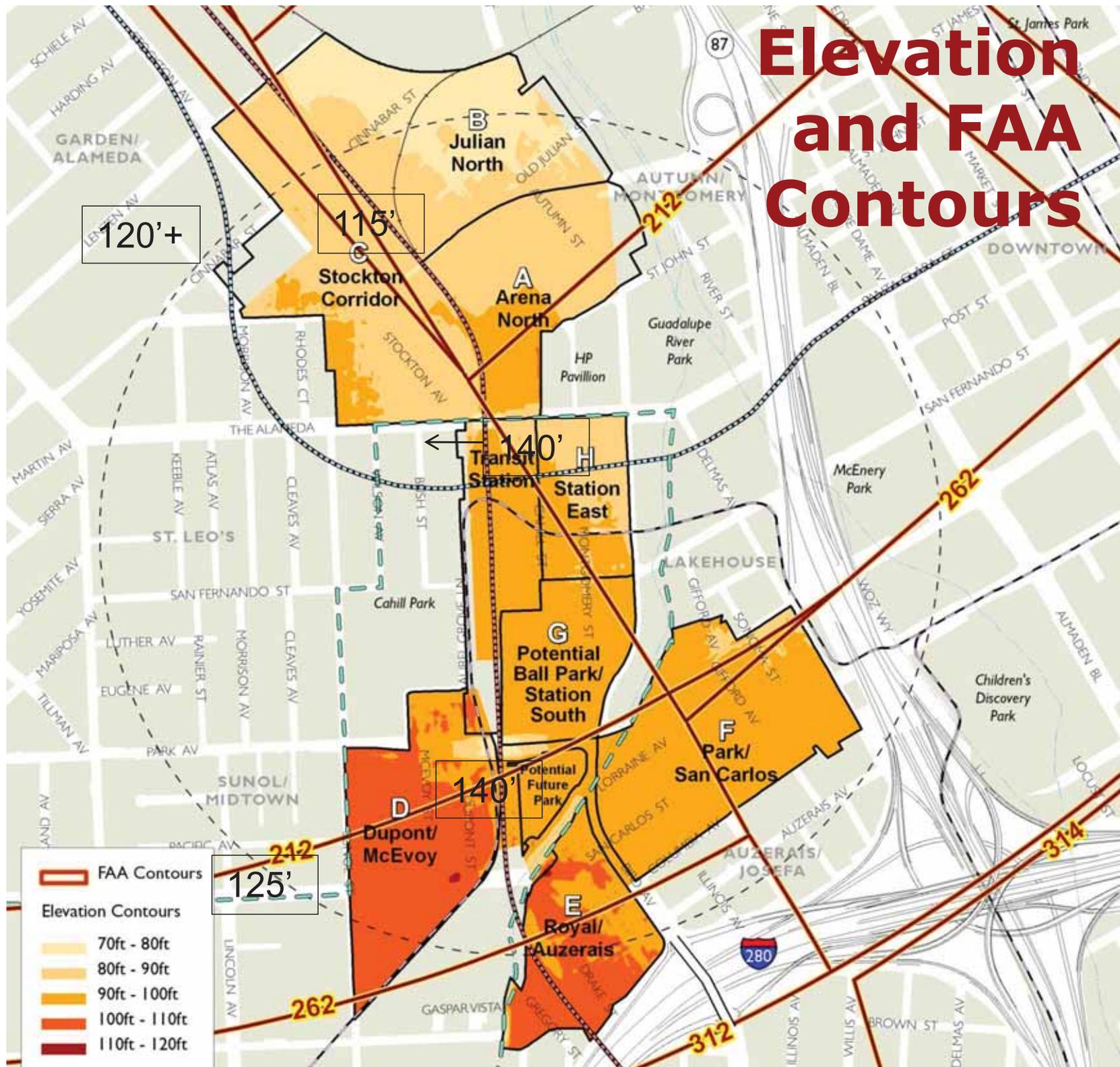
- City of San Jose
- San Jose Redevelopment Agency
- Santa Clara VTA
- Caltrain
- PG & E
- AT&T
- Santa Clara Valley Water District
- A & F Properties LLC

Recent and Approved Development Projects

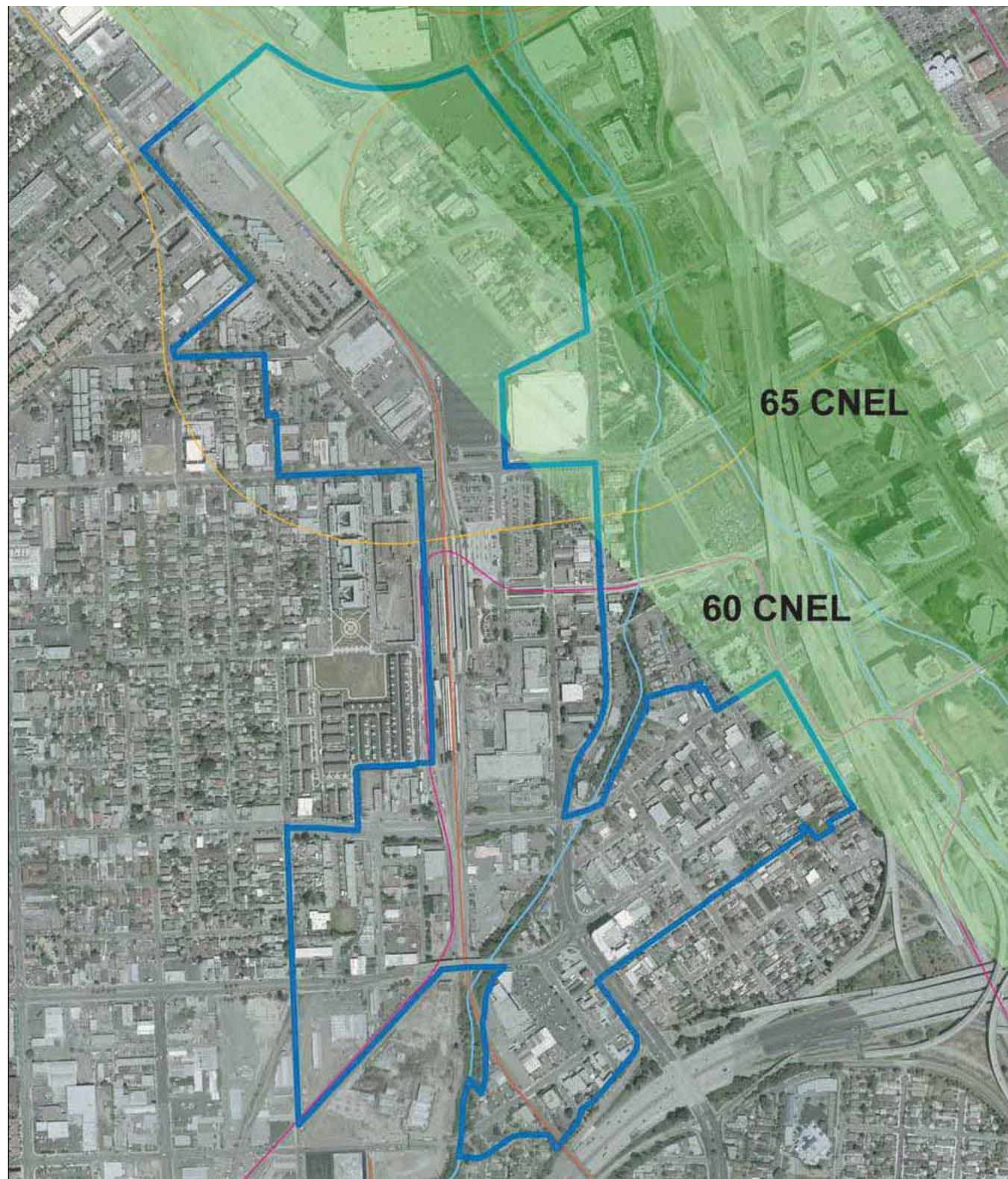


- Recently Completed Projects
- Proposed or Approved Projects

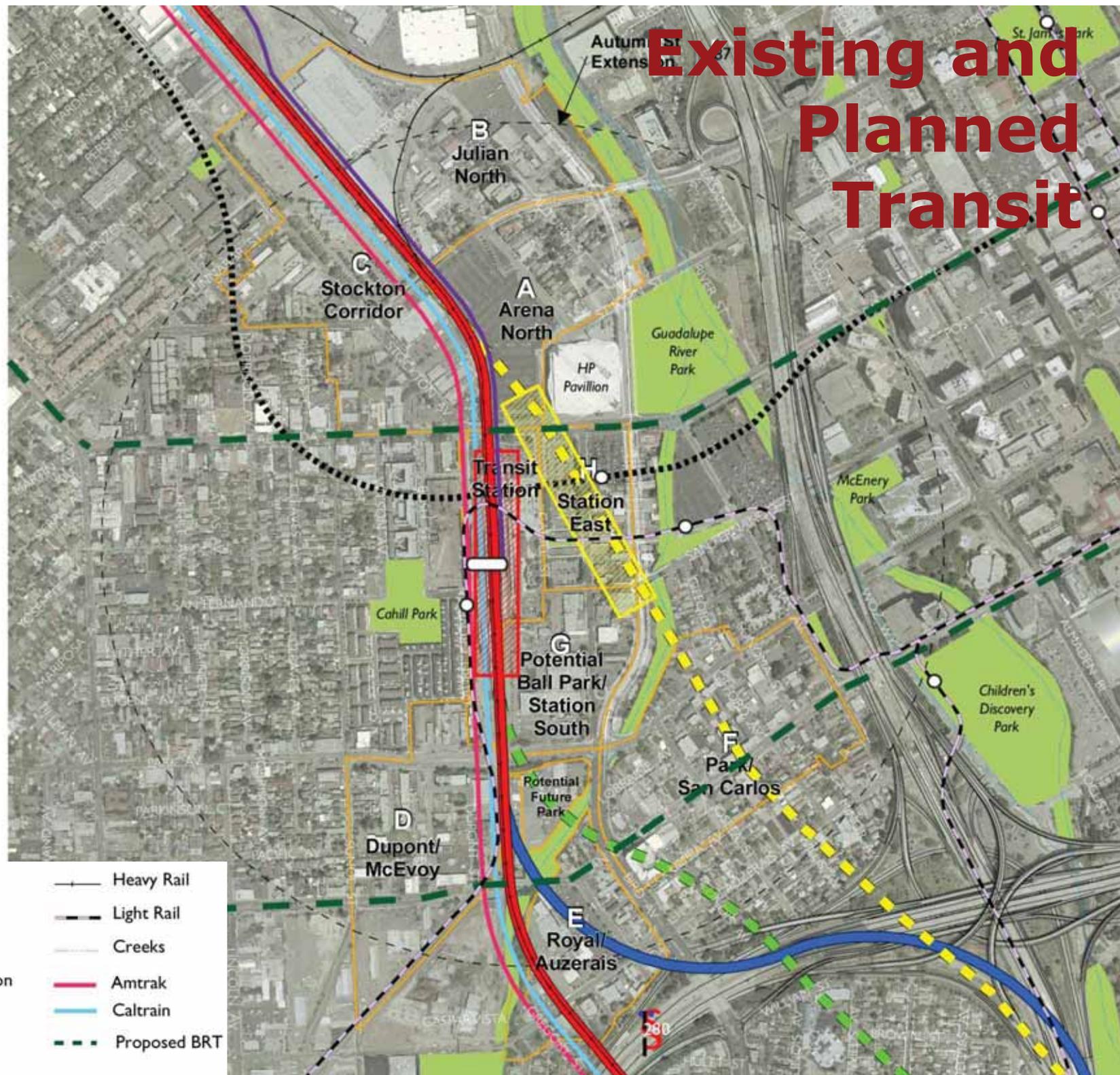
Elevation and FAA Contours



Existing Airport Noise Contours

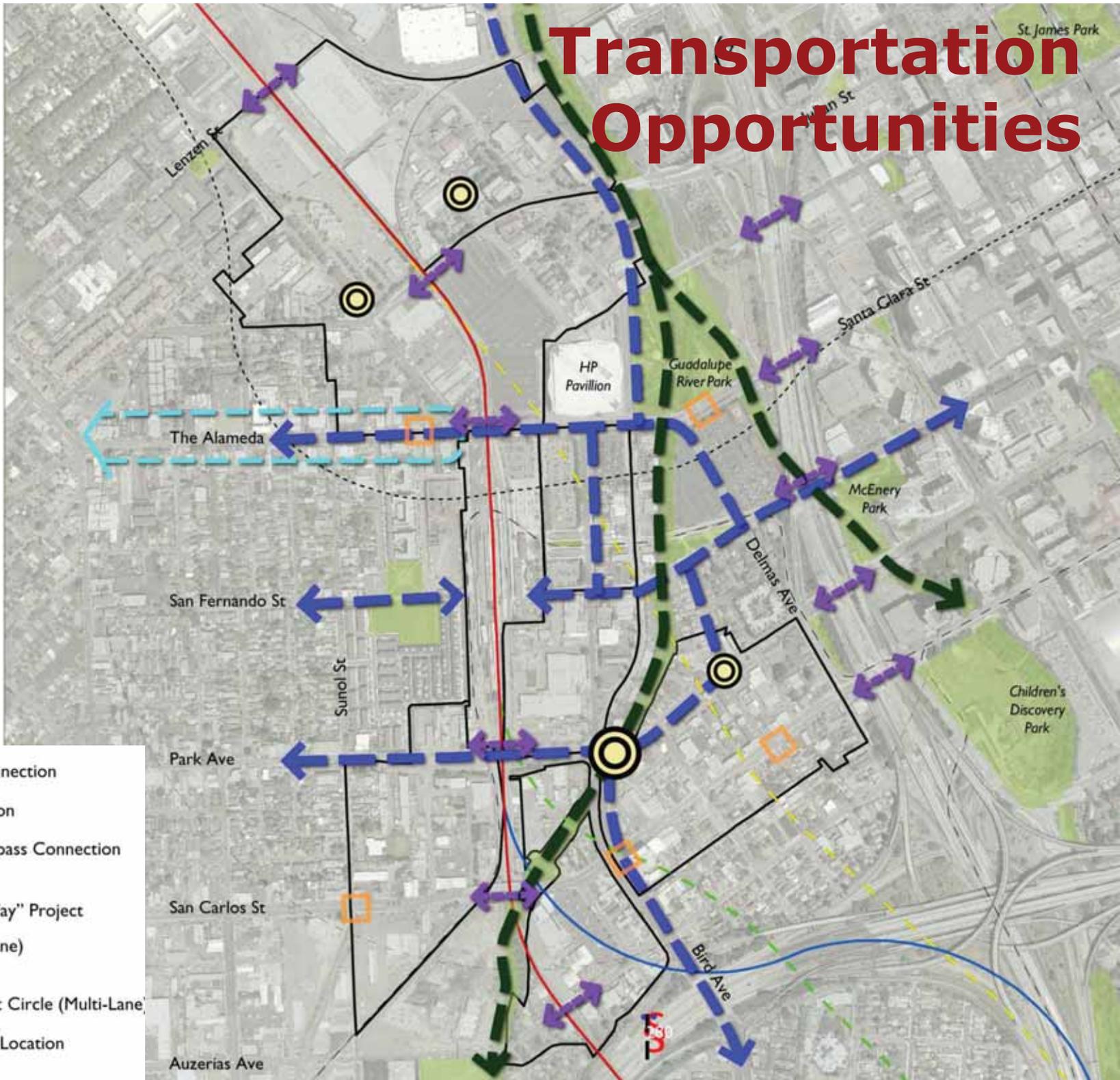


Existing and Planned Transit



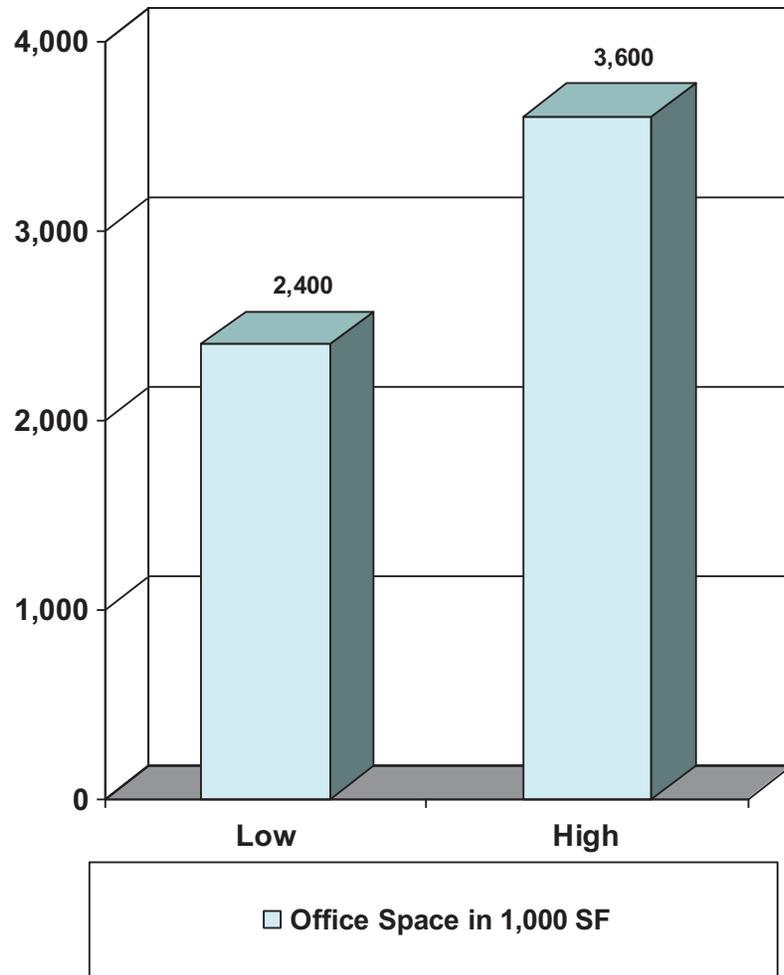
- Proposed BART Tunnel
- █ Elevated - CalTrain Corridor
- █ Elevated - 87/280
- █ Underground - At Diridon Station
- █ Underground - New Station
- █ ACE
- Heavy Rail
- - - Light Rail
- Creeks
- Amtrak
- Caltrain
- - - Proposed BRT

Transportation Opportunities



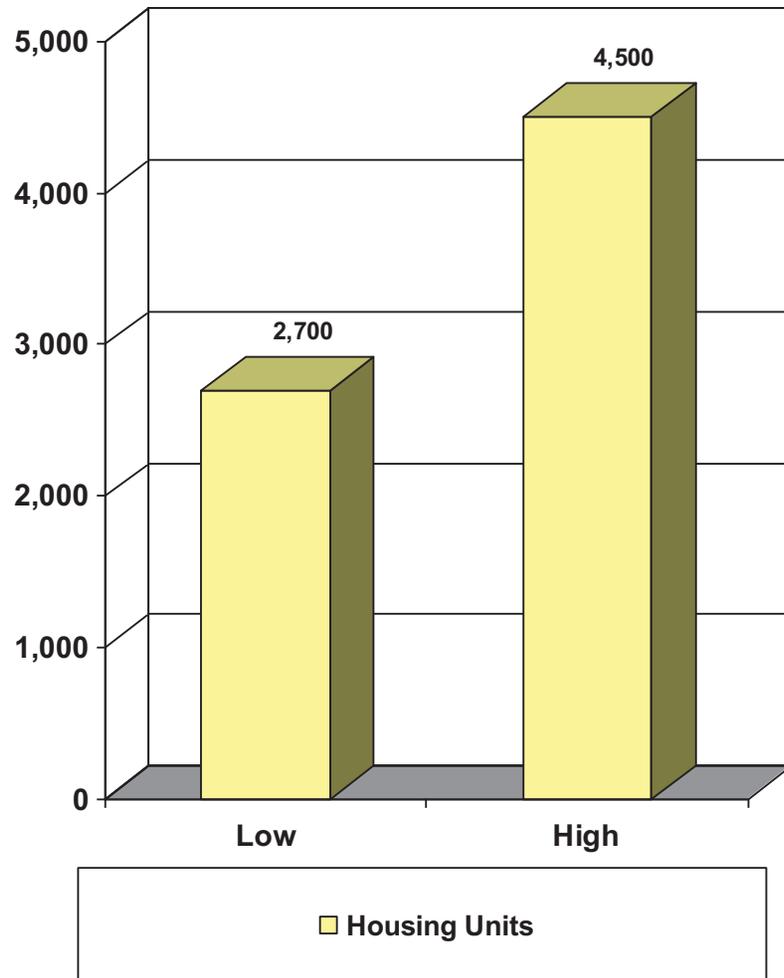
-  Pedestrian/Bicycle Trail Connection
-  On-Street Bicycle Connection
-  Enhanced Pedestrian Underpass Connection
-  Study Outline For Alameda: A Plan for "The Beautiful Way" Project
-  Small Roundabout (Single Lane)
-  Large Roundabout or Traffic Circle (Multi-Lane)
-  Bus Stop Key Improvement Location

Base Case Market Demand Forecast Ranges for Office Space: 2010 to 2030



- Office space is the land use that benefits the greatest from improved transit access
- HSR adds prestige to location and access to Southern California and the Central Valley
- Office employment concentration supports local sports, entertainment and dining venues
- Height of office buildings restricted by flight approach to San Jose International Airport
- High density development generates the greatest tax increment revenue

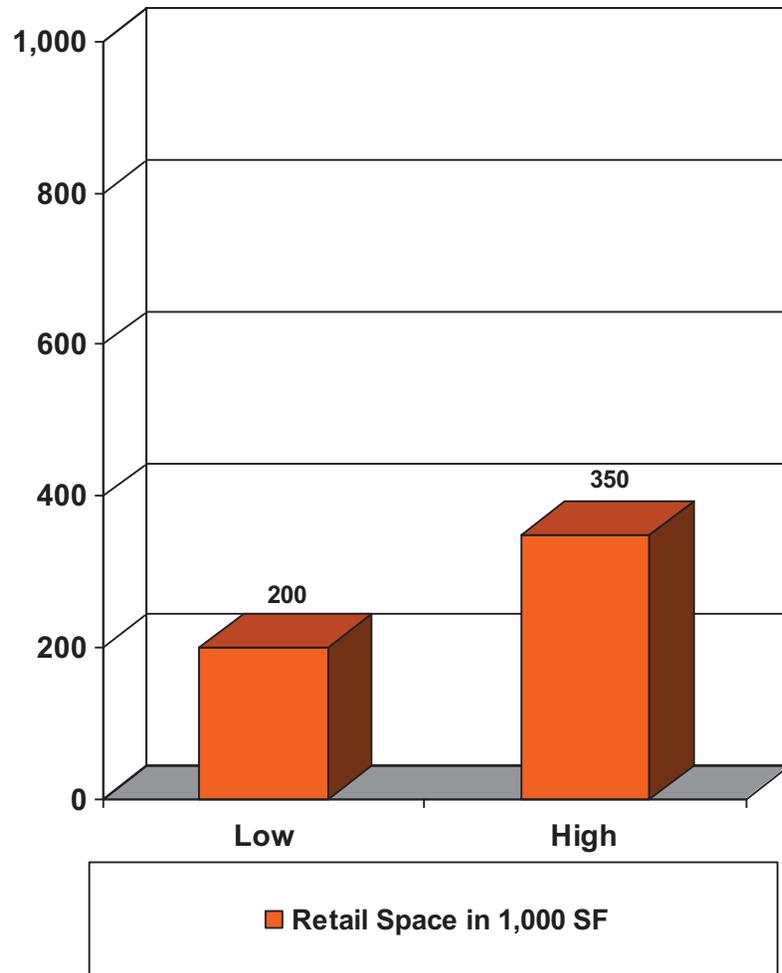
Base Case Market Demand Forecast Ranges for Housing Units: 2010 to 2030



- Housing benefits from proximity to downtown employment, transit service, Guadalupe Park, sports venues and cultural facilities
- Aircraft noise from flight approach to Airport will be constraint
- Elevated HSR alignment could be a constraint
- High volumes of pedestrian and traffic due to proximity to Diridon Station could be deterrent
- Events at HP Pavilion and baseball stadium will be deterrent to some

Base Case Market Demand Forecast

Retail Space: 2010 to 2030

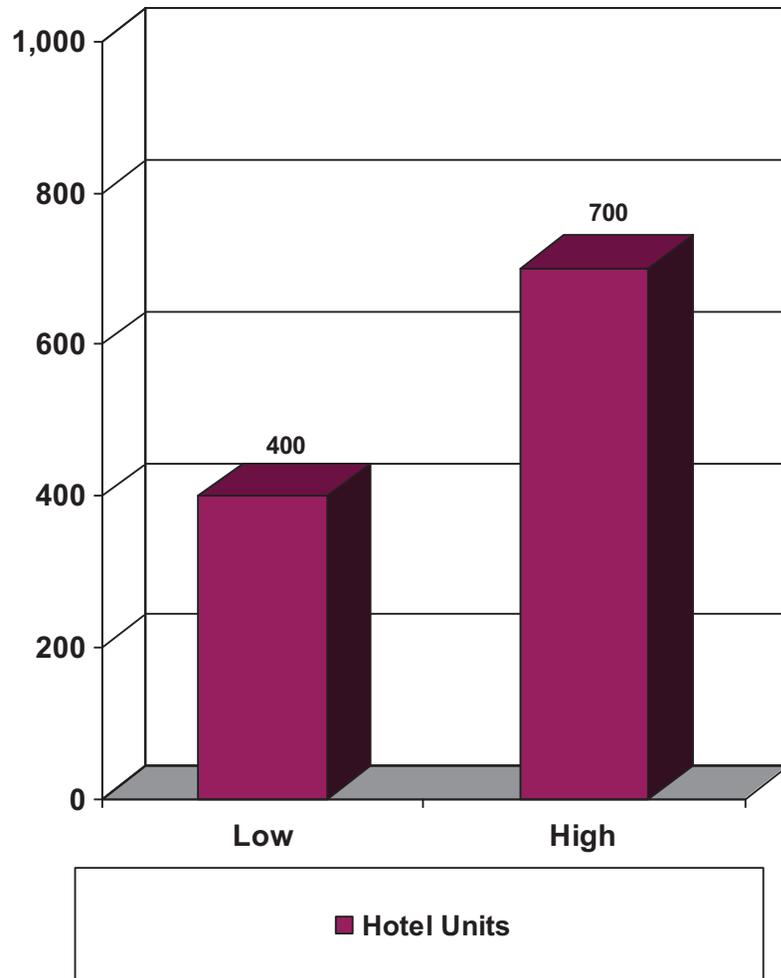


- Trade Area overlaps with Valley Fair for Major Destination Retail
- Downtown retail trend is toward street level retail away from multi-level malls
- Transit patrons and special event attendees will compete for street capacity and parking with major destination retail
- Dining and entertainment retail is compatible with HP Pavilion, new baseball stadium and downtown employment concentration
- Big box retail not supportive of transit use

Major Retail Development Opportunities & Constraints: Market Area Overlap with Valley Fair



Base Case Market Demand Forecast Range for Hotel Rooms: 2010 to 2030



- Hotels will benefit from proximity to the San Jose Convention Center and downtown employment concentration
- Baseball stadium will generate new hotel demand from more distant fans and visiting teams
- HSR will generate some new hotel demand
- Hotels will help support a dining and entertainment district
- Great generator of General Fund Revenue and Tax Increment

Planning Direction will Influence Actual Development Market Potential

- Volume and flow of pedestrians due to transit patronage
- Elevated v underground HSR
- Possible new baseball stadium for A's
- Parking for transit patrons and special events
- Thematic approach selected
- Height limits due to airport approach zone



Emerging Themes

Overall

- Establish the Station and surrounding area as a **local, citywide, and regional destination** where residents and visitors alike can live, work, and play.
- Foster a **vibrant public realm** throughout the Station area that supports pedestrian activity and integrates public spaces into development with new plaza, parks and public spaces.
- Reflect the Silicon Valley **spirit of innovation** and San José's rich **history** of transformation and progress through iconic, world class architecture and distinctive civic spaces.
- Use **art as a defining feature** to create a strong sense of place for the Diridon area, and an identifier for San José as the center of Silicon Valley.

Specific Components

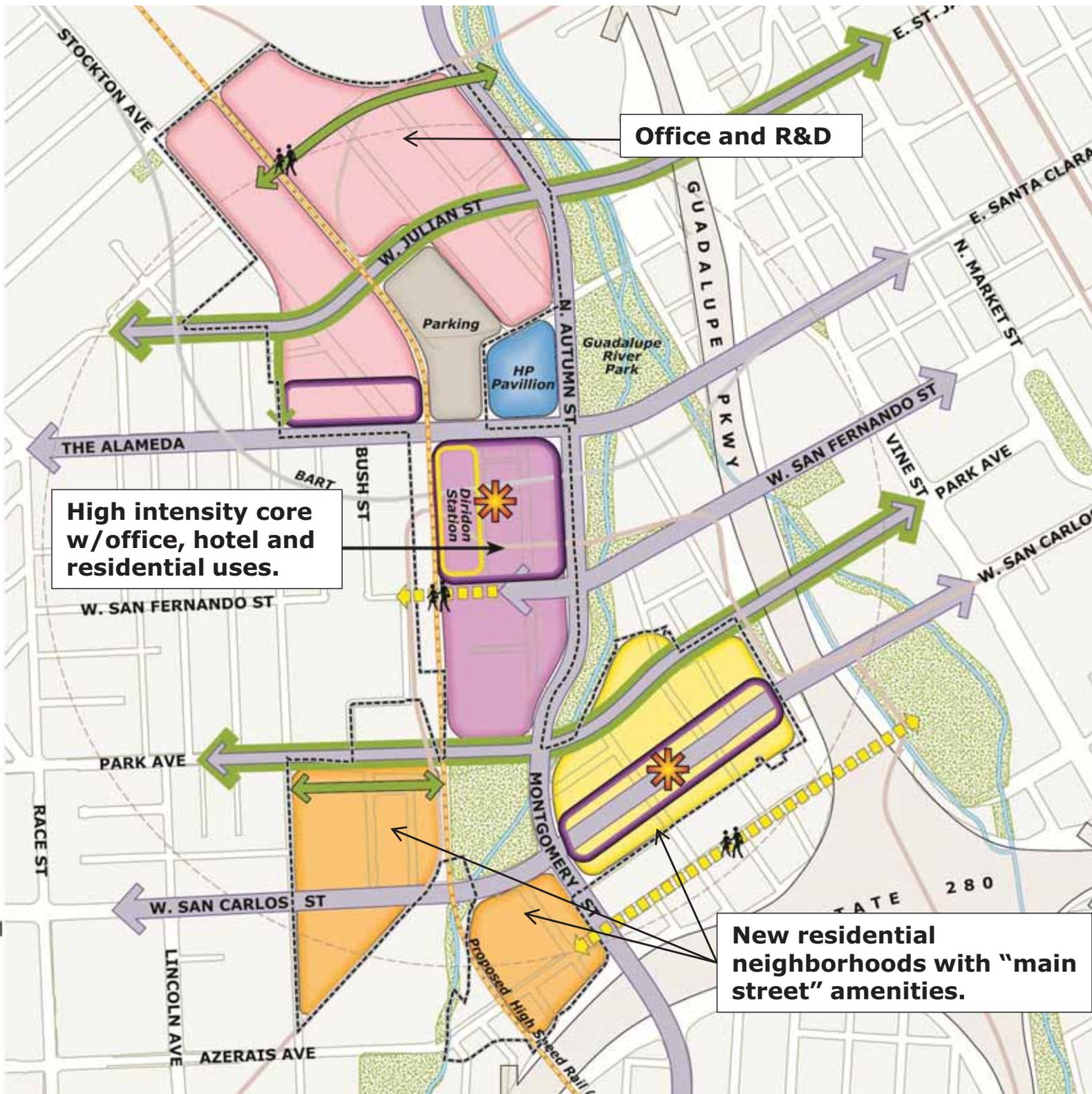
- ***Urban Form and Structure.*** Create a high-intensity **urban district** next to the Station with taller buildings at the core. This district would accommodate a mix of uses including **commercial, office and residential development.**
- ***Connectivity.*** Establish and strengthen connections to surrounding districts and within the planning area for pedestrians, bicyclists, and motorists, with emphasis on **east-west connectivity** across SR-87 and the rail corridor.
- ***Transportation.*** Prioritize **pedestrian circulation and transit.** Improve pedestrian and bicycle connection to Guadalupe River from the area.
- ***Compatibility with surrounding neighborhoods.*** Ensure **sensitive transitions** in scale and design to surrounding residential neighborhoods.

Specific Components, continued

- ***Land Use.*** Provide a range of commercial and residential uses. Commercial uses would include **neighborhood services** for surrounding residential areas, and a **synergistic mix** of entertainment, hotels, shopping, restaurants, and offices.
- ***Open Space.*** Enhance and expand **recreational opportunities** in the Station area, and establish an open space system integrated with Los Gatos Creek and Guadalupe River Park.
- ***Art.*** **Activate the streets, parks and Station with art** that engages visitors and residents alike. Integrate art into infrastructure to humanize and enliven standard features.
- ***Parking.*** **Disperse parking** in different locations in the planning area to ensure easy walking access to destinations.

Sketch Plan Ideas

A



Office and R&D

High intensity core w/office, hotel and residential uses.

New residential neighborhoods with "main street" amenities.

- Mixed Use
- Commercial
- Employment District
- High Density Residential
- Park/Open Space
- Industrial/Commercial
- Pedestrian-oriented Ground-level Retail

A

NORTH

- GREEN FINGERS
- COMMERCIAL/ R+D
- INTENSIFY ARENA PARKING LOT
- CONNECTIONS
- NEW CONNECTION TO ALAMEDA

CENTRAL

- LINEAR STATION PLAN
- UNDERGROUND N/S ALIGNMENT
- BUSINESS DISTRICT
- HOTELS AT STATION
- LINEAR CONNECTION TO NEW STATION
- FORMAL PLAZA
- GROUND FLOOR RETAIL
- PARKING NEAR TRACKS
- NO BALLPARK
- RESIDENTIAL IN SOUTH OVERLOOKING PARK

SOUTH

- GREEN FINGERS
- CONNECTIONS
- NEIGHBORHOODS
- SENSITIVE INFILL
- LARGE PARK
- NEIGHBORHOOD RETAIL



LEGEND

- OPEN SPACE / CONNECTIONS
- MEDIUM DENSITY RESIDENTIAL
- HIGHER DENSITY RESIDENTIAL
- COMMERCIAL
- RESEARCH AND DESIGN
- RETAIL
- HOTEL
- TRANSPORTATION
- BALLPARK
- SURFACE OR STRUCTURED PARKING

A

NORTH

- GREEN FINGERS
- COMMERCIAL/ R+D
- INTENSIFY ARENA PARKING LOT
- CONNECTIONS
- NEW CONNECTION TO ALAMEDA

CENTRAL

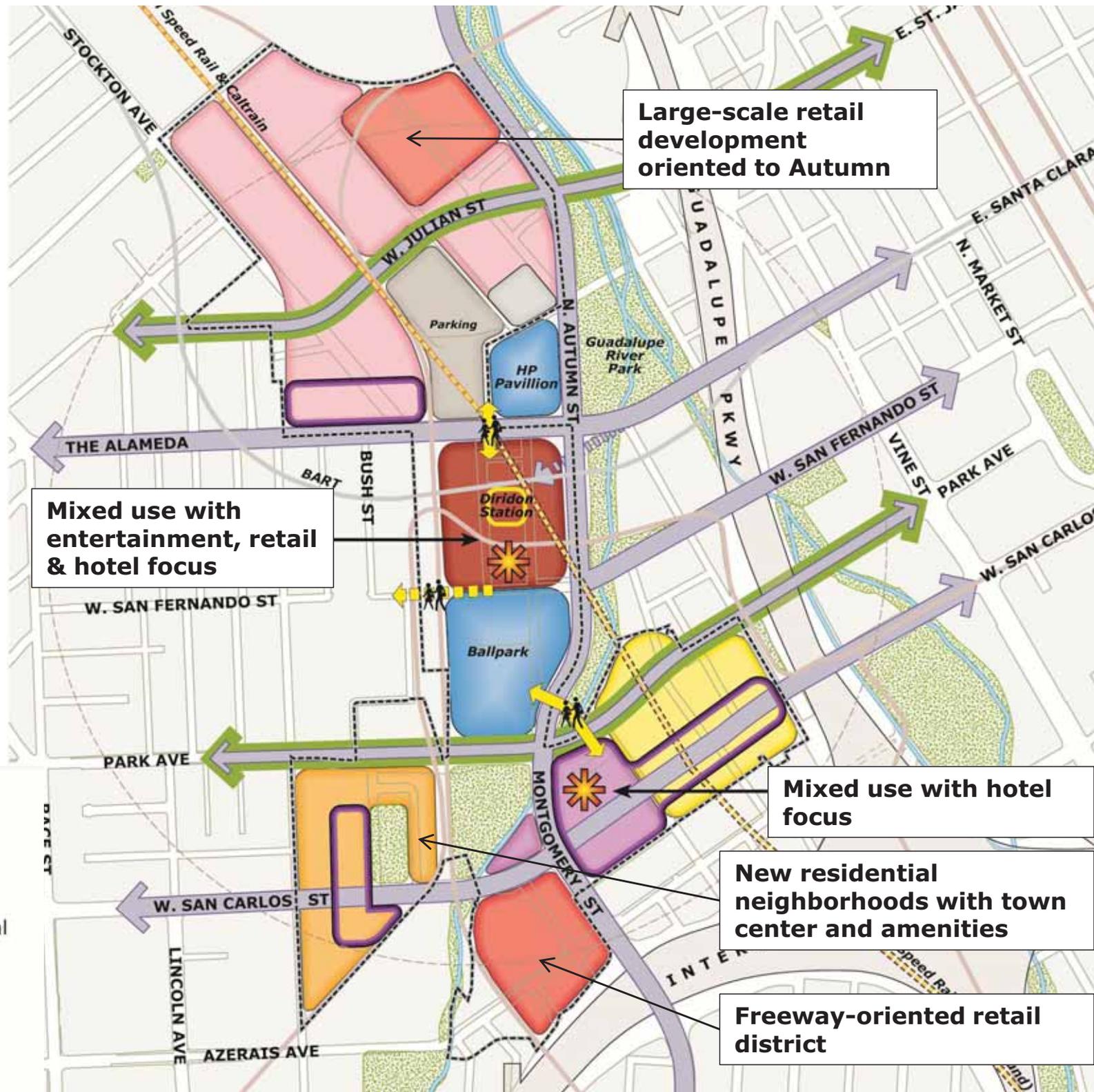
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- BUSINESS DISTRICT
- HOTELS AT STATION
- LINEAR CONNECTION TO NEW STATION
- FORMAL PLAZA
- GROUND FLOOR RETAIL
- PARKING NEAR TRACKS
- NO BALLPARK
- RESIDENTIAL IN SOUTH OVERLOOKING PARK

SOUTH

- GREEN FINGERS
- CONNECTIONS
- NEIGHBORHOODS
- SENSITIVE INFILL
- LARGE PARK
- NEIGHBORHOOD RETAIL



B



Large-scale retail development oriented to Autumn

Mixed use with entertainment, retail & hotel focus

Mixed use with hotel focus

New residential neighborhoods with town center and amenities

Freeway-oriented retail district

- Mixed Use
- Commercial
- Employment District
- High Density Residential
- Park/Open Space
- Industrial/Commercial
- Pedestrian-oriented Ground-level Retail

B

NORTH

- GREEN SQUARES
- COMMERCIAL / R+D
- MORE PARKING BEHIND ARENA
- RETAIL ON AUTUMN PARKWAY & ALAMEDA
- NEW CONNECTION TO ALAMEDA

CENTRAL

- SKEW STATION PLAN
- DIAGONAL UNDERGROUND ALIGNMENT
- HIGH-DENSITY COMMERCIAL
- GROUND FLOOR RETAIL
- SIGHTLINES & LANDMARK FEATURES
- FORMAL STATION PLAZA
- BALLPARK
- HOTEL OVERLOOKING PARK

SOUTH

- GREEN SQUARES WITH NEIGHBORHOOD RETAIL
- NEIGHBORHOODS
- SENSITIVE INFILL
- LARGE PARK
- HOTELS OVERLOOKING PARK
- FREEWAY-BASED COMMERCIAL



LEGEND

- GREEN OPEN SPACE / CONNECTIONS
- YELLOW MEDIUM DENSITY RESIDENTIAL
- ORANGE HIGHER DENSITY RESIDENTIAL
- BLUE COMMERCIAL
- PURPLE RESEARCH AND DESIGN
- RED RETAIL
- BROWN HOTEL
- PINK TRANSPORTATION
- LIGHT BLUE BALLPARK
- GREY SURFACE OR STRUCTURED PARKING

B

NORTH

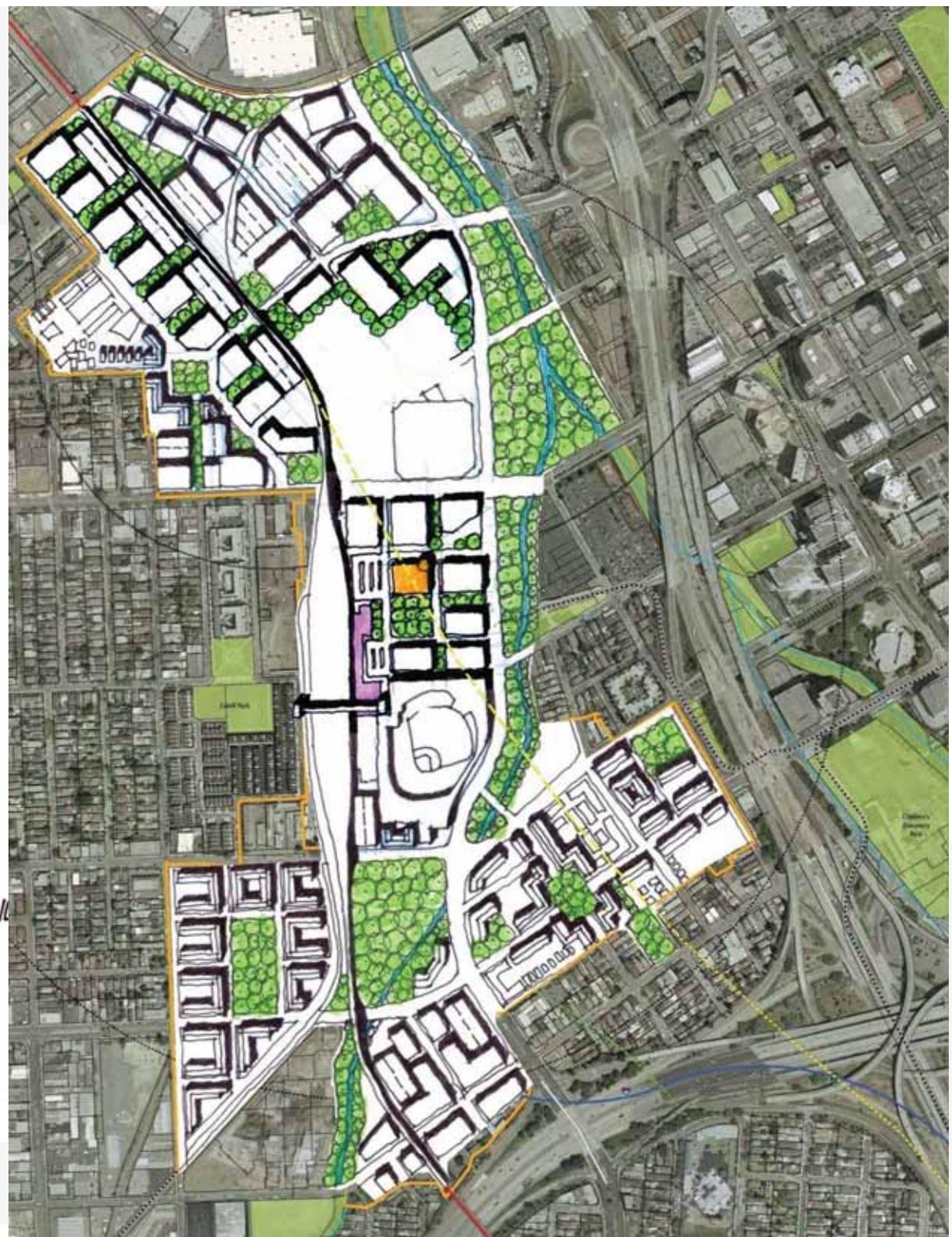
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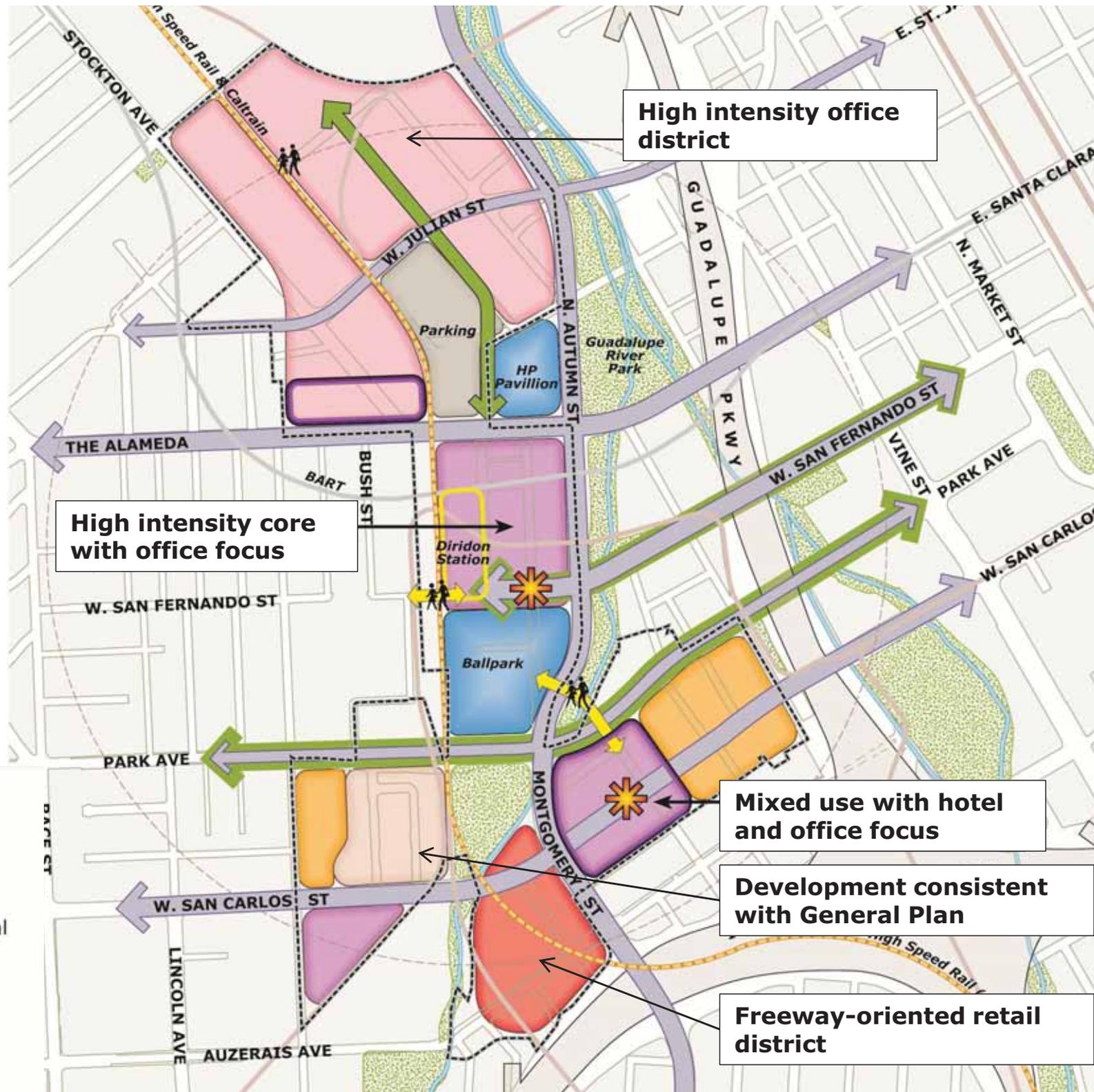
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- NEIGHBORHOODS
- SENSITIVE INFILL
- LARGE PARK
- HOTELS OVERLOOKING PARK
- FREEWAY-BASED COMMERCIAL





- Mixed Use
- Commercial
- Employment District
- High Density Residential
- Park/Open Space
- Industrial/Commercial
- Pedestrian-oriented Ground-level Retail



NORTH

- GREEN 'BELT'
- COMMERCIAL / R+D
- INTENSIFY EXISTING PGE SITE
- INTENSIFY ARENA PARKING LOT
- RETAIL ON ALAMEDA
- PRIVATE PARKING IN BUFFER ZONE

CENTRAL

- COMPACT STATION PLAN
- ABOVE GROUND ALIGNMENT
- HIGH DENSITY COMMERCIAL
- MULTI-LEVEL PEDESTRIAN & RETAIL ACTIVITY
- FORMAL PLAZA FOCUSED ON HISTORIC STATION
- BALLPARK
- HIGH-LEVEL E/W PEDESTRIAN CONNECTIONS

SOUTH

- NEIGHBORHOODS
- ELEVATED ALIGNMENT FOLLOWS I-280
- N/S NEIGHBORHOOD FOCUS ON JOSEFA
- SENSITIVE INFILL IN DELMAS PARK
- LARGE PARK
- FREEWAY-BASED HOTELS - VISIBILITY
- INDUSTRIAL & PARKING NEAR TRACKS



LEGEND

- OPEN SPACE / CONNECTIONS
- MEDIUM DENSITY RESIDENTIAL
- HIGHER DENSITY RESIDENTIAL
- COMMERCIAL
- RESEARCH AND DESIGN
- RETAIL
- HOTEL
- TRANSPORTATION
- BALLPARK
- SURFACE OR STRUCTURED PARKING



NORTH

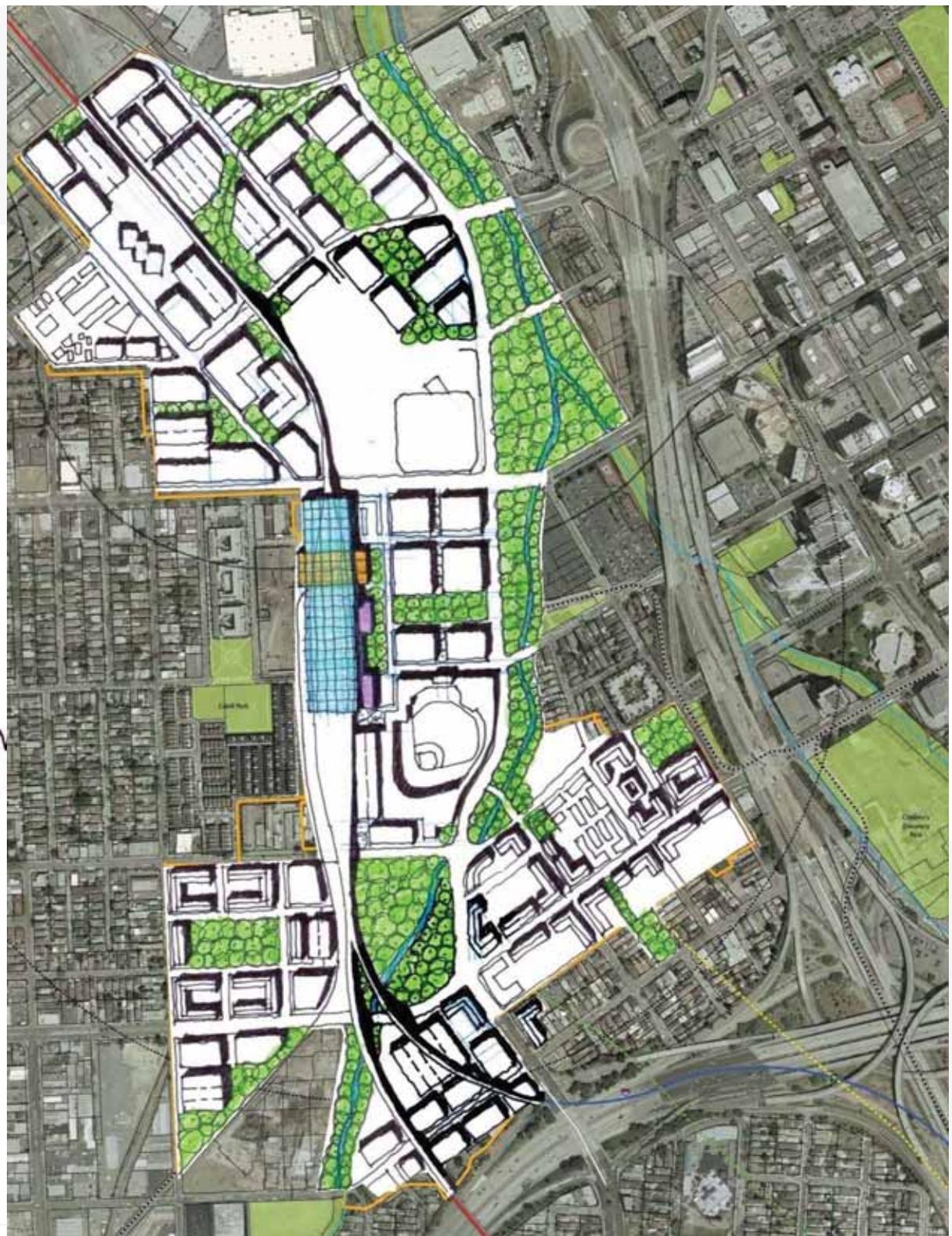
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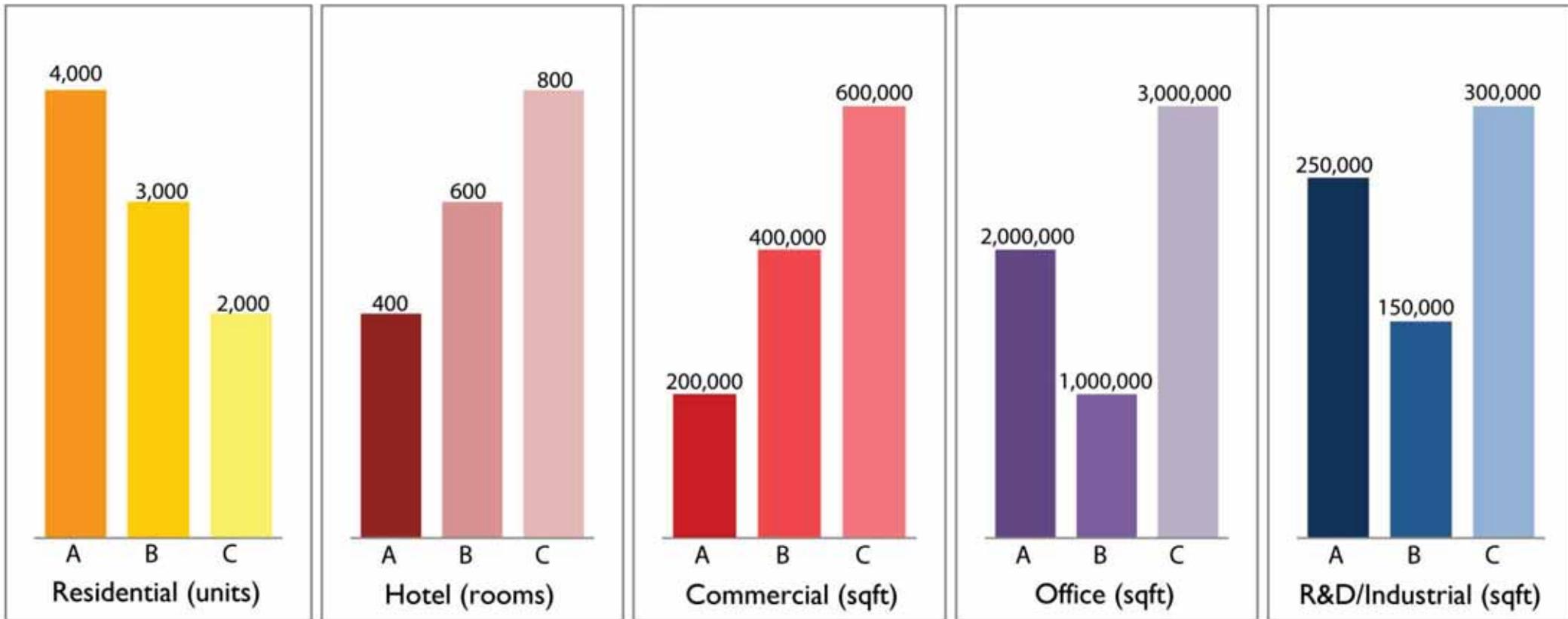
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Development Possibilities



Sketch Plan Art Approaches

A: Nature, Culture & Community

B: Spectacula

C: Connectivity & the Global Village

A Nature, Culture & Community



- Focus on creating an urban oasis, connecting the station, Los Gatos Creek and Guadalupe River Park
- Reveal environmental and functional systems
- Interlace the past and present with the future
- Embrace quiriness, anomalies, and historic remnants
- Cultivate a spirit of neighborliness and respond to cultural diversity
- Improve east/west connections
- Establish the Diridon Station area as a place for community gathering, interaction and celebration
- Allow a local and regional focus, & connectivity to the city





B Spectacula

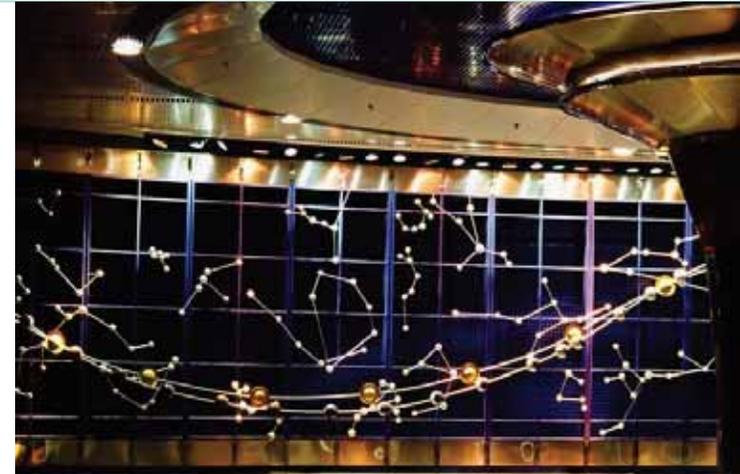


- **Focus on creating a theatrical environment**
- **Emphasize drama, play and movement**
- **Cultivate a spirit of excitement**
- **Make the ordinary extraordinary**
- **Emphasize connections to Downtown through special lighting and dramatic elements**
- **Incorporate unusual features in the natural landscape**
- **Provide a local, regional, national focus through temporary art, performance and celebration**

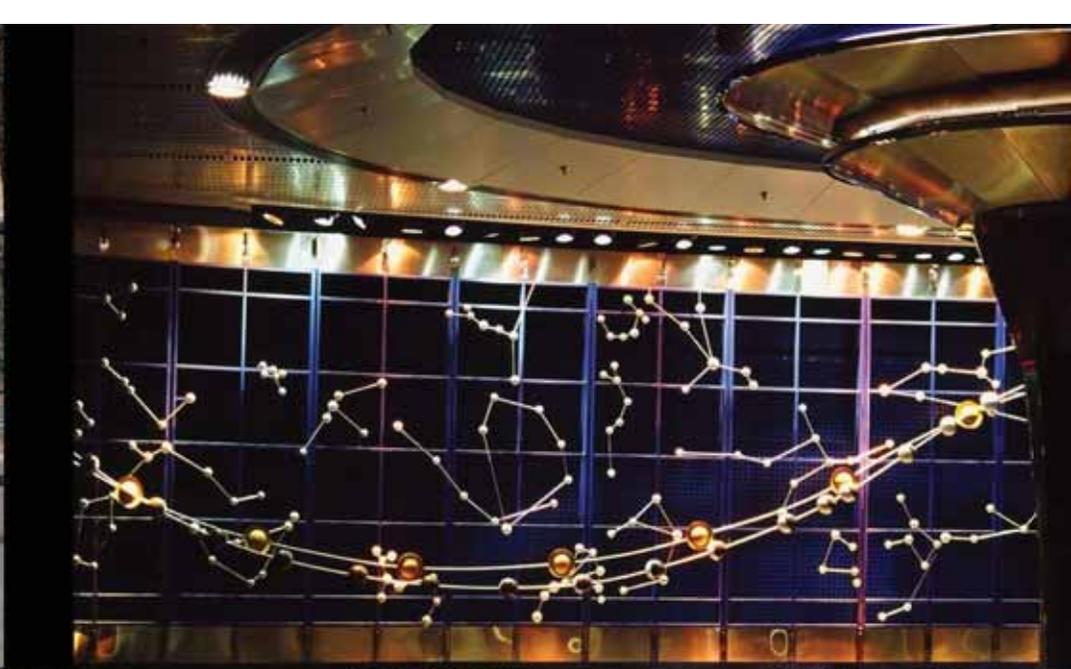


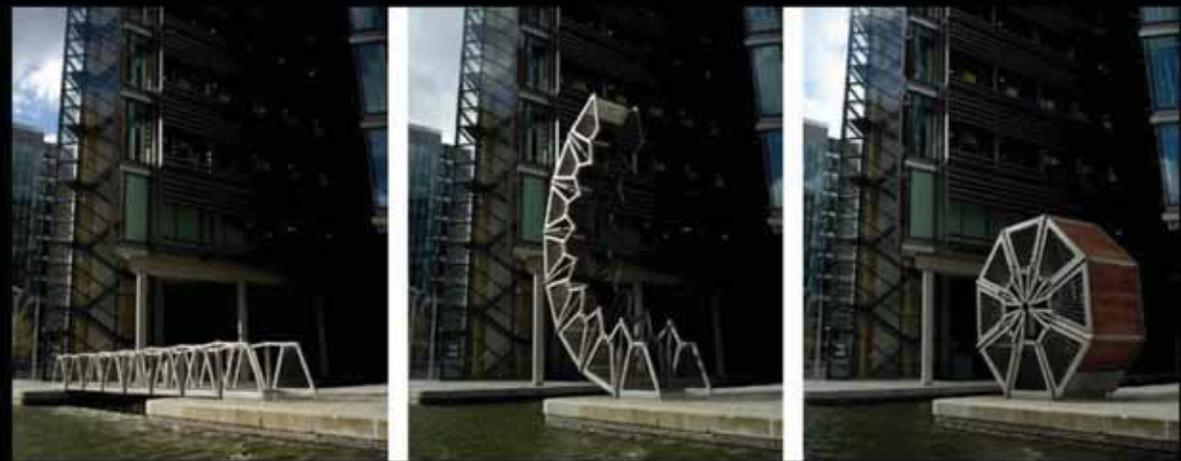
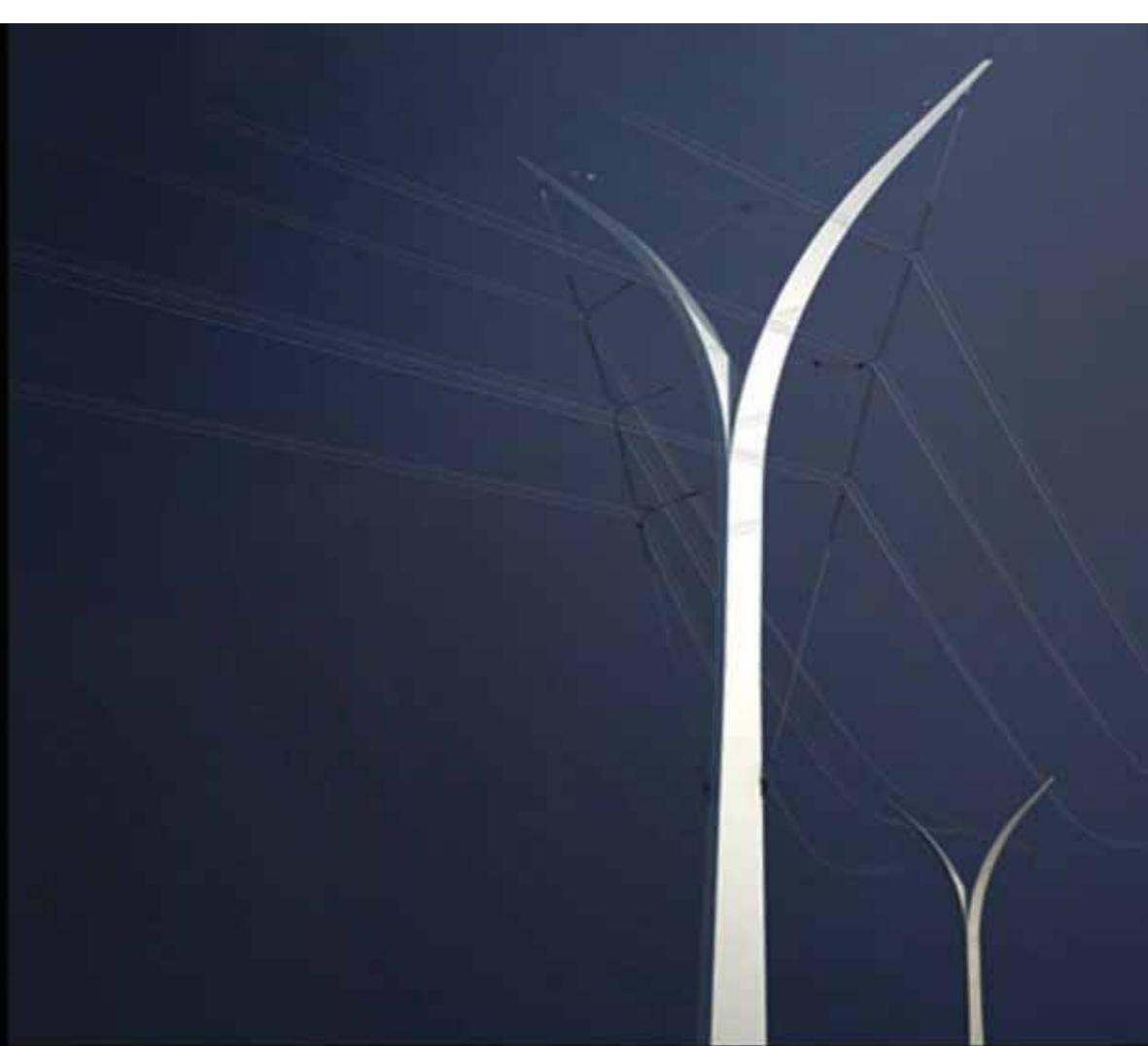


C Connectivity & the Global Village



- Focus on the future for inspiration
- Emphasize art/technology connection
- Cultivate a spirit of adventure and experimentation
- Make the ordinary extraordinary
- Emphasize east/west connections
- Demonstrate ecological innovation through environmental sustainability
- Celebrate San José as an incubator of new ideas
- Provide an international focus with connectivity to the world through art and technology





Activity #1:
Review Emerging Themes

Ground Rules

- Only one person to speak at a time
- Listen for understanding
- Suspend snap judgments
- Stay on the timeline; keep comments concise, avoid repetition
- Each member of the group is equal, all comments matter

PARTICIPATE!

Summary of Emerging Themes

Overall

- Local, citywide, and regional destination
- Vibrant public realm
- Spirit of innovation and rich history
- Art as a defining feature

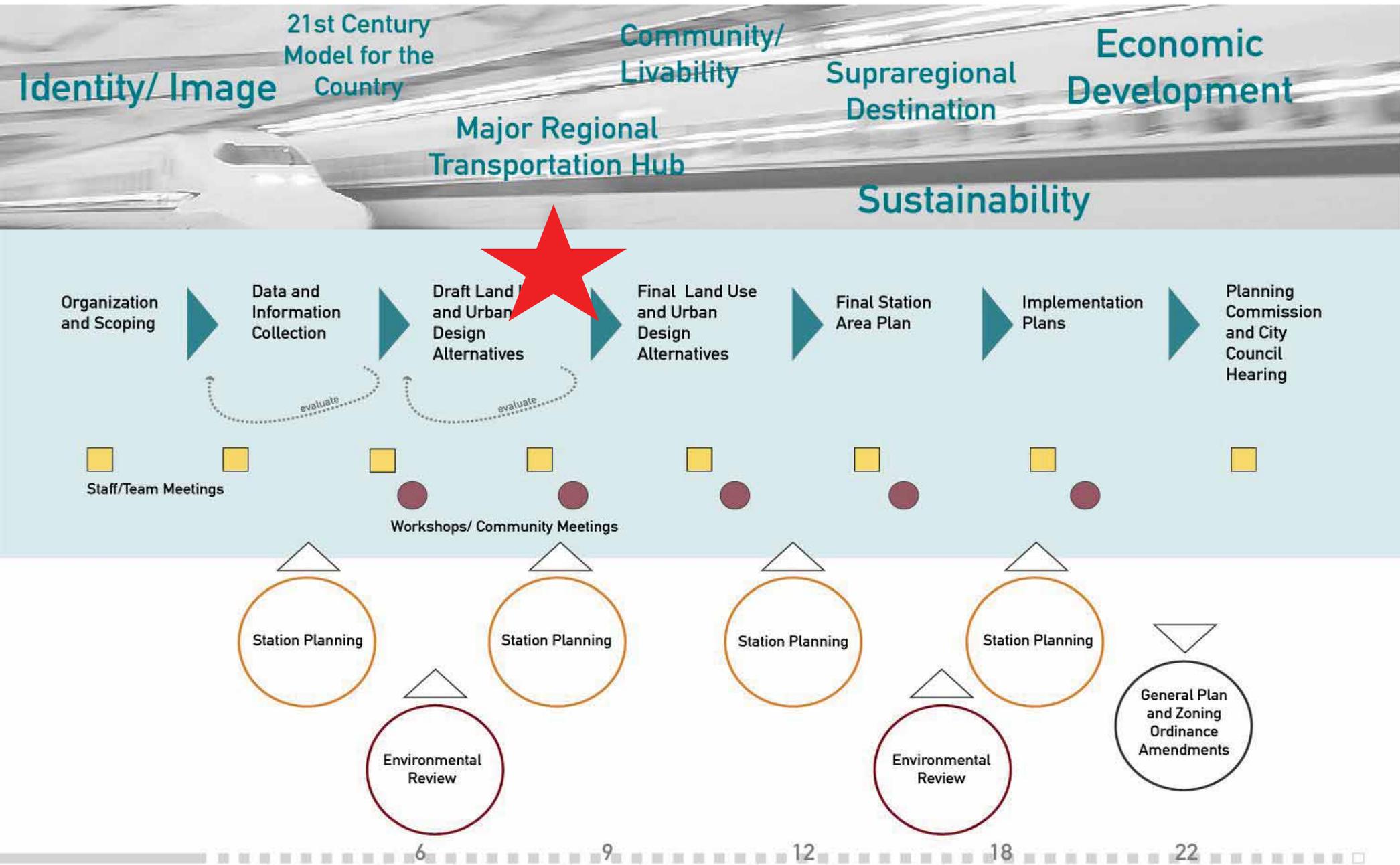
Specific Components

- Urban district with a mix of uses
- Strengthen east-west connectivity
- Prioritize pedestrian circulation and transit
- Compatibility with surrounding neighborhoods
- Neighborhood services and a mix of commercial uses
- Expanded recreation and open space system
- Activate the streets, parks and Station with art.
- Disperse parking

Activity #2:
**Sketch Plan Idea Stations
and Feedback**

Station Report Back

Next Steps



Next Steps

- **Workshop #2 Summary**
- **Land Use and Circulation Alternatives Refinement and Evaluation**
- **Begin development of Preferred Plan**
- **Workshop #3 on the Preferred Plan**

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Land Use Concepts

- **What mix of land uses do you prefer adjacent to the Station?**
- **What uses are missing from the Sketch Plan ideas? Where should these be located?**
- **Is there a Sketch Plan concept that best resonates with your vision of the Station Area?**

Urban Design and Open Space

- **What types (recreation, town squares, greens, etc.) and locations of open spaces shown in the Sketch Plan ideas represent your vision for the Station Area?**
- **Where do you expect to see taller buildings?**
- **What other ideas would you like to see explored in the Sketch Plans?**

Transportation and Connections

- **Where are the important connections to the Station? Have we captured all of them?**
- **Where should the front door of the Station be located? Should there be an entrance west of the tracks?**
- **Are there any key pedestrian connections or transportation improvements that should be explored?**

Public Art

- **Is there a scheme that best resonates with your vision for the Station Area?**
- **Are there specific activities or approaches to public art that you would like to see?**
- **Are there ideas not represented in these schemes that should be considered?**

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