

Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Angel Rios, Jr.

SUBJECT: INFORMATION ON
SAINT JAMES PARK

DATE: December 18, 2017

Approved

D. D. Syll

Date

12/21/17

COUNCIL DISTRICT: 3

INFORMATION

The purpose of this information memorandum is to provide an opportunity for the City Council to review the status of Saint James Park revitalization efforts by Parks, Recreation and Neighborhood Services (PRNS). This includes park activation, design, security, maintenance, and a status of the Saint James Park Management District Fund.

EXECUTIVE SUMMARY

PRNS staff and partners have worked continuously on Saint James Park Revitalization efforts over the past few years. These efforts include park activations, security and maintenance, a future governance model, and a concept plan with CMG Landscape Architecture. The PRNS Placemaking team worked on making Saint James Park a livelier park through the "It's Happening" park activation program in summer months. The future Placemaking plan represents year-round efforts for Saint James Park (See Table 1). PRNS maintenance staff have worked through Park Rangers, Groundwerx, and other contracted services to enhance security and regular maintenance. Consequently, Saint James Park has taken a step closer towards being a clean and well-maintained public park.

The department has worked closely with the CMG Landscape Architecture firm for a concept design of Saint James Park. During this process PRNS has conducted community outreach activities, and staff has invited the Saint James Advisory Committee, Friends of Levitt Pavilion, and the community to various public meetings and events. PRNS has gathered suggestions and comments from constituents and plans to include them in the design process. The department is preparing a scope of work for MJM Management Group to assist with developing a business plan for the future park and will work with the Saint James Park Advisory Committee and Levitt Board on this during 2018. All Saint James Park Revitalization efforts are funded through the Saint James Management Park District Fund. Detailed budget tables represent funding availability and scope are shown in Table 2.

BACKGROUND

By the end of 2015, PRNS received approval from the Mayor and City Council for the Saint James Park Revitalization Strategy. This strategy is focused on the following outcomes:

- 1) Provide a sustainable funding model for park maintenance, operations, and activation;
- 2) Develop a strong public-private partnership for ongoing stewardship of the park;
- 3) Make the park a safe, fun, and desired location that complements the local neighborhood as well as the broader San José community; and
- 4) Work in parallel, and together with, the Levitt Pavilion project.

In approving the revitalization strategy, the Mayor and City Council established a Saint James Park Management District, which provides a funding stream for operations, maintenance, and activation of the park in the near-term. An Advisory Committee was formed to assist the City in moving forward with the various initiatives necessary to revitalize the park. Saint James Park Revitalization Strategy is posted online here:

<http://www.sanjoseca.gov/DocumentCenter/View/55582>

In late 2016, PRNS staff also received a direction to create a new Saint James Area Park Fee Adjustment Program, which is a voluntary option available to developers who agreed to support the Saint James Park Management District. This program allows high-rise and mid-rise developers within the Saint James Area to voluntarily receive a 50% reduction in parkland in-lieu fees. In exchange, developers would make an equivalent donation towards the Saint James Park revitalization efforts. These funds were placed into the Saint James Management District Fund to be used for activation, and operations and maintenance that support the revitalization of Saint James Park. Further information about the actions related to the Saint James Revitalization Strategy is posted online at:

http://sanjose.granicus.com/MetaViewer.php?view_id=&event_id=1472&meta_id=540940.

Also in 2016, the City held a juried design competition with the vision of transforming Saint James Park into a vibrant and awe-inspiring public space. At the same time, a website was created for the design competition, to provide the public with information on meetings, news, and reference documents related to the park: <http://www.sanjoseca.gov/index.aspx?NID=5027>. In Early 2017, CMG Landscape Architecture won the competition, and they have been actively working on the design. More details about CMG award can be found here:

http://sanjose.granicus.com/MetaViewer.php?view_id=&event_id=2674&meta_id=619470.

Back in 2015, the Saint James Advisory Committee was developed to provide valuable input into the Saint James Park Revitalization Strategy. The Saint James Advisory Committee has worked to oversee the re-visioning of the park, advise on the use of operations and maintenance funding, and assists in the development of a future governance structure. PRNS staff conducts regular meetings to review current activations, park security efforts, and maintenance items. Additional stakeholders were invited to join the committee in early 2017, helping to incorporate a broader perspective for the revitalization process.

ANALYSIS

This report provides a status of Saint James Park and its overall progress regarding the revitalization efforts, and contains four sections addressing these efforts including: 1) park activations; 2) enhanced security and maintenance; 2) the progress of long-term governance model and Saint James Park budget; and 4) Saint James Advisory Committees’ overall input.

1) Park Activations

PRNS’ Placemaking team has significantly increased their recreational efforts in Saint James Park through the “It’s Happening!” program. The “It’s Happening!” park program contains activities that: promote fitness, health, and wellness; highlight local music and arts communities; and, provide family-friendly (as well as pet-friendly) programs. These programs have grown significantly since their inception in 2015, in terms of both attendance and frequency (i.e. Friday Night Series boasted over 1,000 attendees). In 2017, key partners in providing programming included San Jose Downtown Association, Be the Change Yoga and Wellness, and San Jose Public Library. Overall, approximately 139 events were held with over 6,200 participants.

PRNS’ Placemaking team has plans to expand the “It’s Happening” program for the community in coming years, and hopes to see increased attendance as well. Table 1 below shows the 2018 work plan, which contains a list of programs, scope of work and schedule frequency.

TABLE 1: 2018 PLACEMAKING WORKPLAN

Activation Year-around Efforts	Schedule	Scope
Friday Night Concert Series	Weekly (Upcoming spring-summer 2018)	Friday night music event with various service providers to have multiple activities at once (such as live Jazz, free bicycle repairs, soccer techniques)
Music and Movement	Ongoing (until summer 2018)	San José Public Library provided 10-week programs for toddler (i.e. Dancing, singing and playing)
Meditation and Mindful Movement	Ongoing (Anticipation: begin summer 2018)	Yoga in the Park
Open Mic & Art Show	Monthly Twice (Year-round)	Develop a program to demonstrate local art in with collaboration with local artists & various organizations
Coffee Run Club	Ongoing (Anticipation: start during summer 2018)	Coffee-Run Program in which 5-mile jog/run starts from Saint James Park and ends at local coffee shop

PRNS staff continues to seek feedback on future Placemaking and activation ideas from the community and advisory committee.

2) **Enhanced Security and Maintenance Efforts**

PRNS has collaborated closely with partners such as the San Jose Police Department and Groundwerx to increase security and maintenance efforts to make a “Park for everyone.”

In March 2017, PRNS hired a full-time Groundswoker, funded by the Saint James Management District Fund, to perform many of the routine services that have not been being provided due to past service reductions. The services now provided at Saint James Park include mowing, irrigation monitoring and repair, turf fertilization, litter pick-up, edging, and weed management. These ongoing and scheduled park maintenance activities have resulted in a healthier park environment for everyone. PRNS’ maintenance staff also contracts with *Groundwerx* to provide ongoing increased maintenance and security support. Once PRNS’ staff complete their regular services, *Groundwerx* staff provide additional support such as litter pick-up, graffiti abatement and park security.

To further enhance public safety and security for everyone, PRNS initiated security efforts in September 2017. PRNS’ maintenance group had a one-month pilot contract with a private security vendor. They were utilized during the Placemaking events and provided increased daily patrols of the park. The results of the pilot program indicated that vendors did not have the same capacity to promote public safety as PRNS Park Rangers. Consequently, starting the end of September 2017, two Park Rangers were assigned to patrol Saint James Park on pilot basis and these efforts have been successful.

Saint James Park has faced challenges in terms of public health, welfare, and safety aspects. For that reason, a public safety campaign to Educate-ReDirect-Enforce homeless feeding at Saint James Park has been initiated. The goal is to find a balanced solution to promote the park enjoyment, as well as enhanced safety and cleanliness. The “Educate” portion of the campaign has been launched with the installation of signage and a new webpage (<http://www.sanjoseca.gov/howyoucanhelp>), including information on:

- The Municipal codes that prohibit the distribution of food at parks;
- Established food kitchens that help feed the homeless; and
- Safely prepared meals and wrap-around services near the park for the homeless population.

The “ReDirect” element of the campaign is in process with identifying a food service provider that will fill the food gaps on the weekends. The last element, “Enforce,” will take place once the Educate and ReDirect elements are fully implemented.

With these coordinated efforts, Saint James Park is a step closer towards being a consistently well-maintained, clean, and beautiful public park. Regular maintenance and security services continues to be a central area of discussion for the Saint James Revitalization Strategy.

3) Progress on Long-Term Governance Model and Saint James Park Budget

In early September 2017, PRNS staff initiated efforts to identify future maintenance cost of the new park design and its on-going operating cost. To promote these efforts, PRNS is working with CMG and MJM Management Group for Saint James Park Design Review to provide an operational and maintenance business plan that aligns with the newly envisioned park design. This business plan will also help determine long term governance options. In doing so, MJM Management Group will leverage the SPUR “Roadmap for St. James Park” report that was published on August 12, 2015. They will provide a Business Model that incorporates staffing and maintenance, as well as revenue generation. The staffing needs will include property management, landscape engineering and janitorial service. MJM Management Group will explore stewardship and enhanced resources that can transform Saint James Park into a safe, dynamic space where the community can gather, work and play. PRNS staff will collaborate with the Advisory Committee on this analysis in 2018.

For ongoing and future Saint James Park improvements, the City Council provided direction to PRNS staff in March 2017 to establish the Saint James Management Park Fund. On June 2017, PRNS hired a full-time Analyst I/II funded by Park Trust Fund (PTF) and the Saint James Management Fund. This position supports the Saint James Management Park Revitalization efforts on a part-time basis. Based on a March 2017 Council Memo, PRNS was budgeted \$126,700 for ongoing personnel service expenses and \$235,000 for non-personnel service. Table 2 below shows personnel and non- personnel expenses and available budget for Saint James Park:

TABLE 2: AVAILABLE SAINT JAMES PARK MANAGEMENT FUND

	2017-2018 Budget			Scope
	Personnel	Non-Personnel	Total	
Activations	\$11,500	\$145,000	\$156,500	Coordinates ongoing Placemaking activities and events
Park Security / Maintenance	\$63,300	\$255,000	\$318,300	Includes one-time Vehicle /equipment purchase (\$100,000), security & docent services, other contracted services (tree, power washing etc)
Administration	\$51,900		\$51,900	Includes facilitating Saint James Revitalization Strategy and the advisory committee
Total	\$126,700	\$400,000	\$526,700	

	Ongoing Budget			Scope
	Personnel	Non-Personnel	Total	
Activations	\$11,500	\$100,000	\$111,500	Coordinates ongoing Placemaking activities and events
Park Security / Maintenance	\$63,300	\$135,000	\$198,300	Includes security & docent services, other contracted services (tree, power washing etc)
Administration	\$51,900		\$51,900	Includes facilitating Saint James Revitalization Strategy and the advisory committee
Total	\$126,700	\$235,000	\$361,700	

4) Saint James Advisory Committees’ Overall Input and Park Re-Design Status

PRNS Staff meets with the Saint James Advisory Committee monthly. The Committee provides feedback on ongoing activation efforts, Saint James Park Design ideas, and enhanced maintenance and security. On September 22, 2017, the CMG landscape architecture firm (CMG) presented a concept plan (Attachment A) for Saint James Park to the Saint James Advisory Committee. The framework of design is made up of three concepts: 1) a historic edge with Victorian gardens as seen in some historic park images; 2) a contemporary core with main community spaces; and 3) a monument walk integrating all park elements. CMG asked for input about the designs of main community spaces including: a dog park, a picnic grove, and a playground, during outreach events. PRNS staff and CMG received many creative suggestions regarding character, scale, and amenities for the new Saint James Park design during their outreach.

In addition to considering input from community and Saint James Advisory Committee, CMG and PRNS also worked closely with Friends of Levitt Pavilion San José Board on the Pavilion Design. CMG and PRNS collaborated with other City departments and related agencies on the issues such as historic preservation, and 2nd Street light rail alignments through the park. All these outreach activities and meetings were performed in two intercept events, including one at National Night out on August 1st, 2017; and another one at Viva CalleSJ on September 17, 2017. An online survey was also conducted from August through October, and administered at the Concept Design Community Meeting on October 25, 2017. PRNS Staff received new ideas regarding the overall design, as well as constructive critique for future park design.

NEXT STEPS

PRNS will report back to the Mayor and City Council on potential paths forward for project implementation in late Spring 2018. This will include a discussion regarding whether the entire

HONORABLE MAYOR AND CITY COUNCIL

December 18, 2017

Subject: Saint James Park Management District Fund

Page 7

project can be built and funded in one phase, or whether the project needs to be delivered in a phased approach (See Attachment B: Proposed Design/Construction Schedule).

COORDINATION

This memorandum has been coordinated with the City Manager's Budget Office and the City Attorney's Office.

/s/

ANGEL RIOS, JR.

Director of Parks, Recreation and
Neighborhood Services

For questions, please contact Matt Cano, Assistant Director, at (408)535-3580.

Attachments:

A: Concept plan

B: Saint James Park Development Schedule

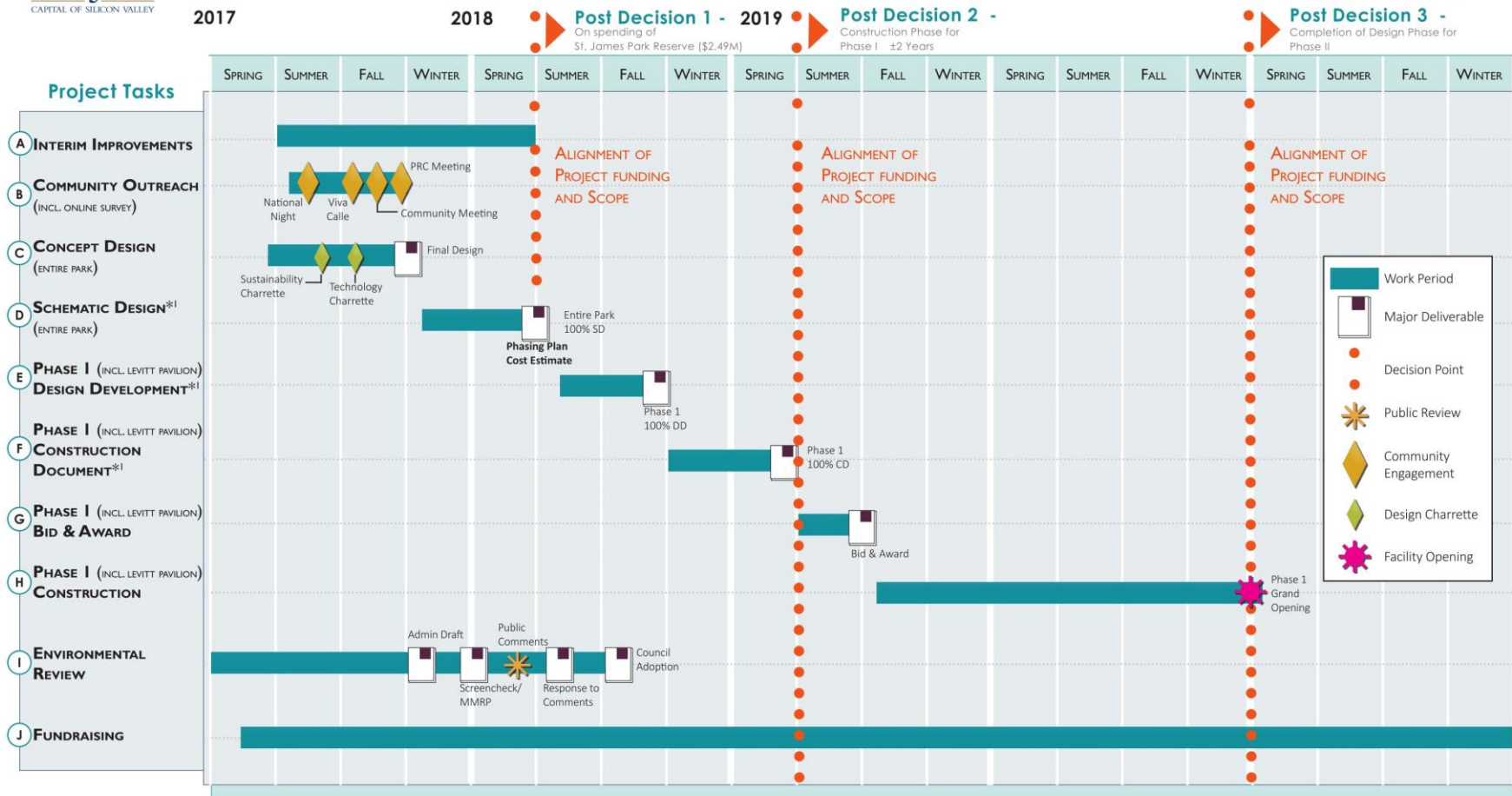
CONCEPT PLAN



Attachment B: Saint James Park Development Schedule



St. James Park Activation & Redevelopment Project Schedule 08/10/2017



1. Schematic Design--30% of the Design Phase; Design Development--65% of the Design Phase; Construction Documents--100% of the Design Phase.
 2. Monthly update to St. James Park Advisory Committee.
 3. Work with Friends of Levitt Pavilion San Jose Board on the design of Levitt Pavilion.