

Pleasant Hills Vision

Community Workshop 2

April 25 & 29, 2024



Latina Coalition
Silicon Valley



PLACEWORKS

FEHR & PEERS

Thank you for coming!

AGENDA

1. Welcome
2. Presentation
 - Project Overview
 - Community Context
 - What We've Heard
3. Q&A
4. Table Discussions
5. Share Back
6. Closing

114-acre Pleasant Hills Golf Course (PGHC) closed in 2004

Housing?

Commercial?

Amenities?

Cunningham Ave.

Tully Rd.

S. White Rd.

PHGC Guiding Principles Process

- Community engagement process **led by City of San José.**
- **Guiding Principles will set overall parameters** for development in response to community input.
- Developer has submitted a preliminary application for a General Plan Amendment but **doesn't yet have a specific development proposal.**



Engagement Process Overview

Community Workshop 1 (February) **virtual and in-person*

- Share your vision, ideas, priorities, and concerns about potential development at PHGC.



Community Workshop 2 (April) **virtual and in-person*

- Discuss specific issues that should be covered in the guiding principles for potential development at PHGC.

Community Workshop 3 (August) **virtual and in-person*

- Provide feedback on the draft guiding principles for potential development at PHGC.



Engagement Process Overview



Online Survey 1 (February - April)

A virtual option to share your vision, ideas, priorities, and concerns about potential development at PHGC.



Online Survey 2 (Closes May 20)

A virtual option to identify what should be characteristics of potential future development at PHGC.

What is a Guiding Principles document?

It will...

- **Direct** what future development should achieve.
- **Outline** development types, affordability and amenities.
- **Recommend** potential transportation improvements.
- **Suggest** measures for preserving and enhancing neighborhood character.

It won't...

- **Control** the exact design for future development.
- **Determine** commercial or residential tenants.
- **Result** in any final permits (development will still undergo a complete development review process).

Process Milestones

1st Draft of Guiding Principles	Early June 2024
Submittal of Developer Application	Mid-June 2024
Notice of Preparation (NOP) 30-day Circulation	Late July - Late Aug. 2024
Community Workshop 3	Mid-August 2024
City Council Hearing on Principles	September 2024
Public Review of Project and EIR	Late 2024 and beyond

Community Context

A photograph of a golf course under a clear blue sky with a few clouds. In the foreground, there is a paved running track with white lane markings and blue bollards. A chain-link fence runs parallel to the track, separating it from a grassy area. A small pond is visible behind the fence. The background features a line of trees with some autumn-colored foliage and a distant view of hills.



**Pleasant Hills
Golf Course Site**

Lake Cunningham Park

**Reid-Hillview
Regional Airport**

Eastridge Lightrail Extension

Eastridge Mall

Tully Road

Quimby Road

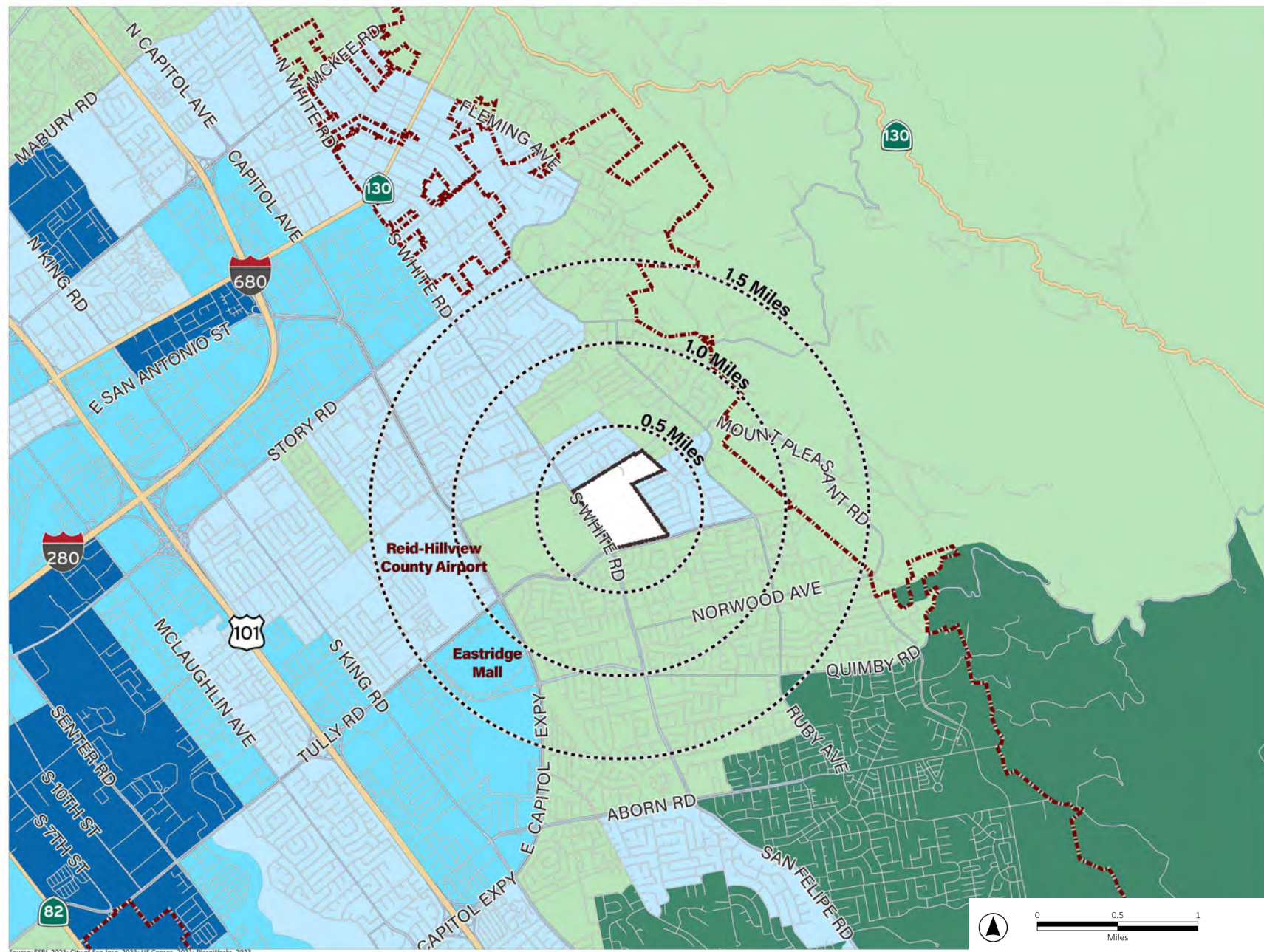
E Capitol Expressway

S. White Road

MEDIAN INCOME

Median Household Income in past 12 months
(inflation-adjusted dollars to last year of 5-year range)

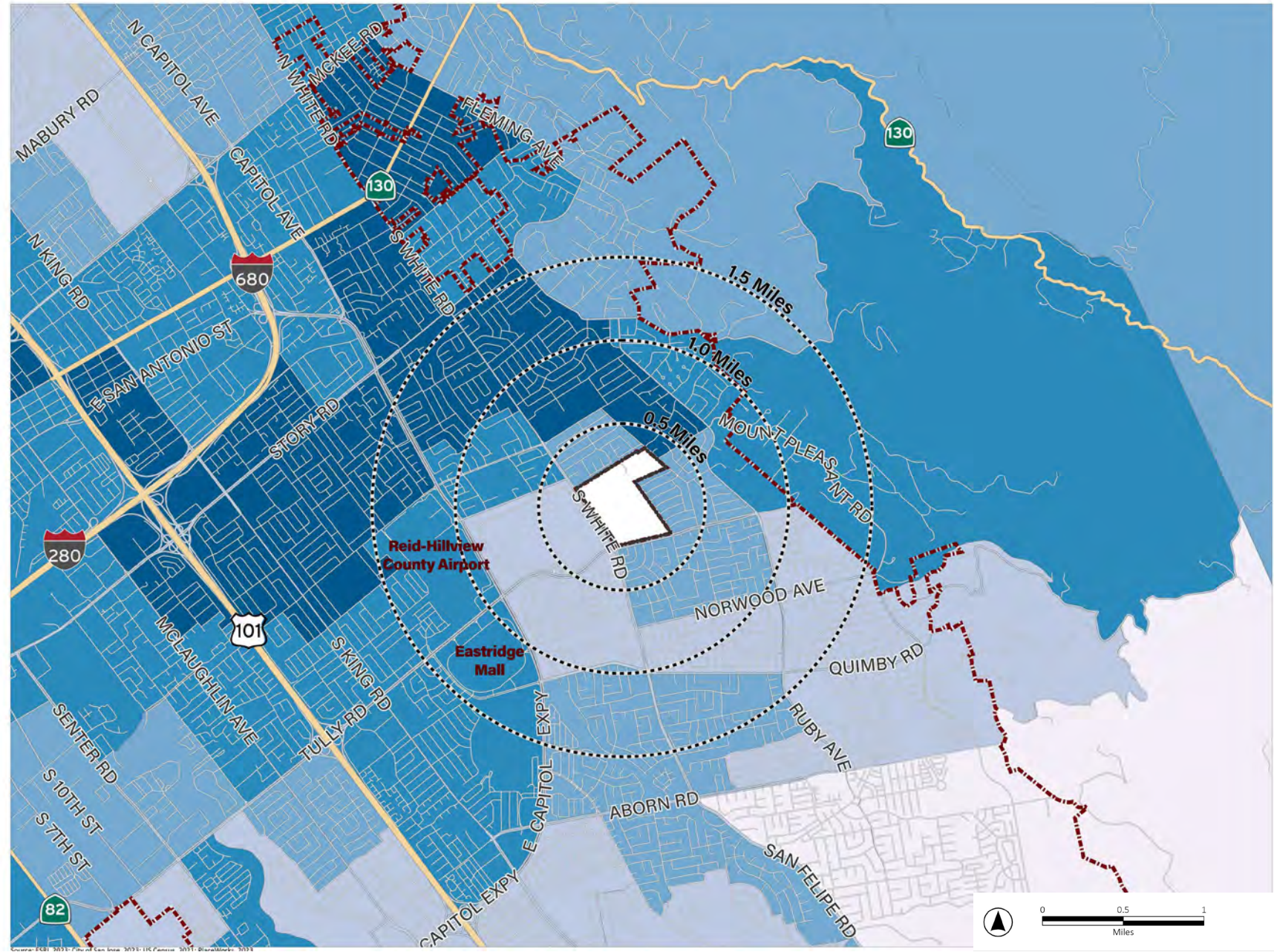
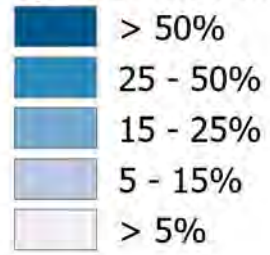
- Less than \$55,000 (Extremely Low Income)
- \$55,000 - \$90,100 (Very Low Income)
- \$90,100 - \$120,000 (Low Income)
- \$120,000 - \$175,000 (Moderate Income)
- Greater than \$175,000 (>Moderate Income)



Source: ESRI, 2023; City of San Jose, 2023; US Census, 2021; PlaceWorks, 2023

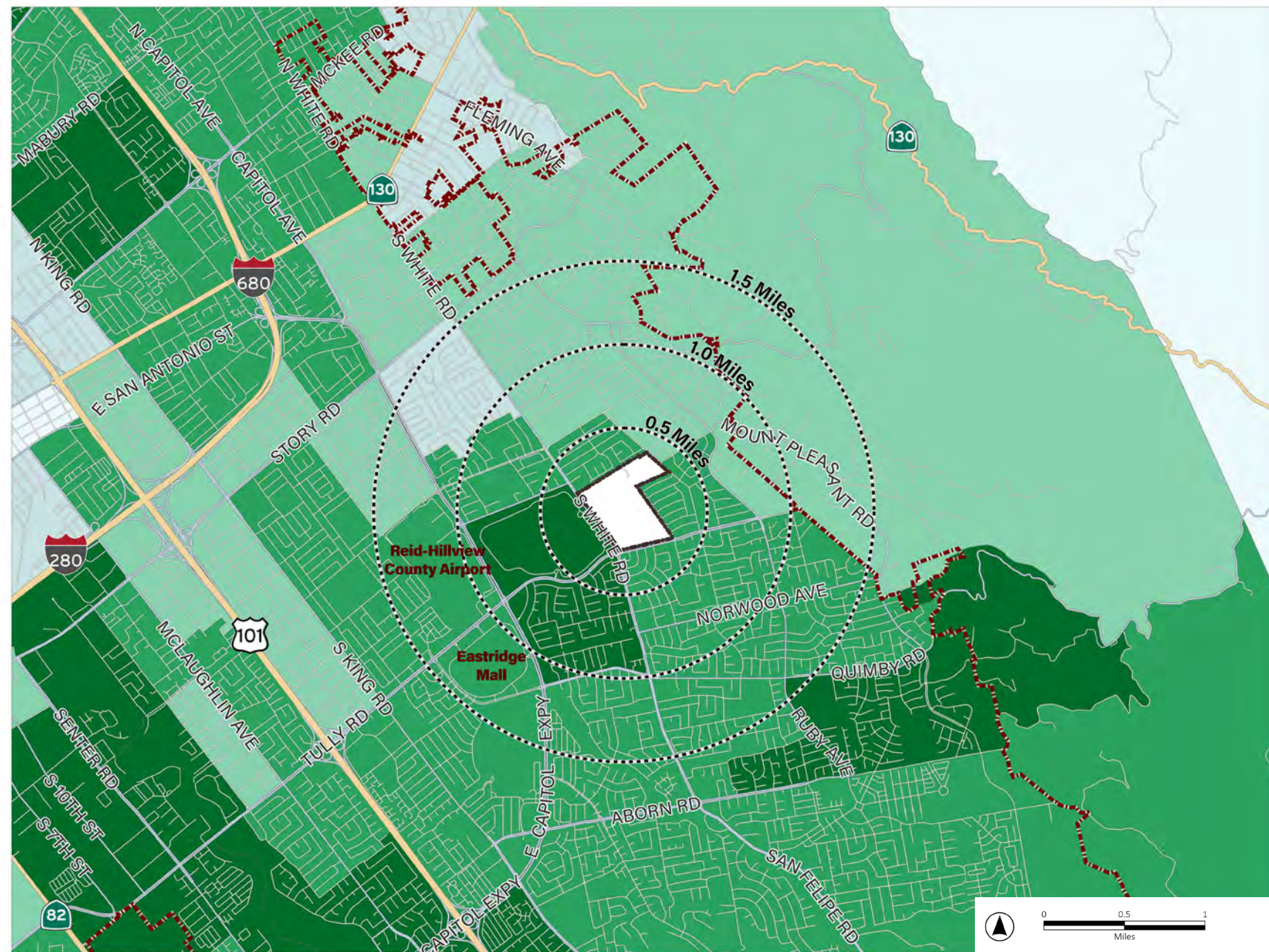
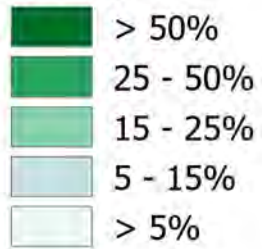
SPANISH SPOKEN AT HOME

Percent of Population Age 5+ Who Speak Spanish at Home



ASIAN OR PACIFIC ISLAND LANGUAGE SPOKEN AT HOME

Percent of Population Age 5+ Who Speak an Asian and Pacific Islander Language at Home

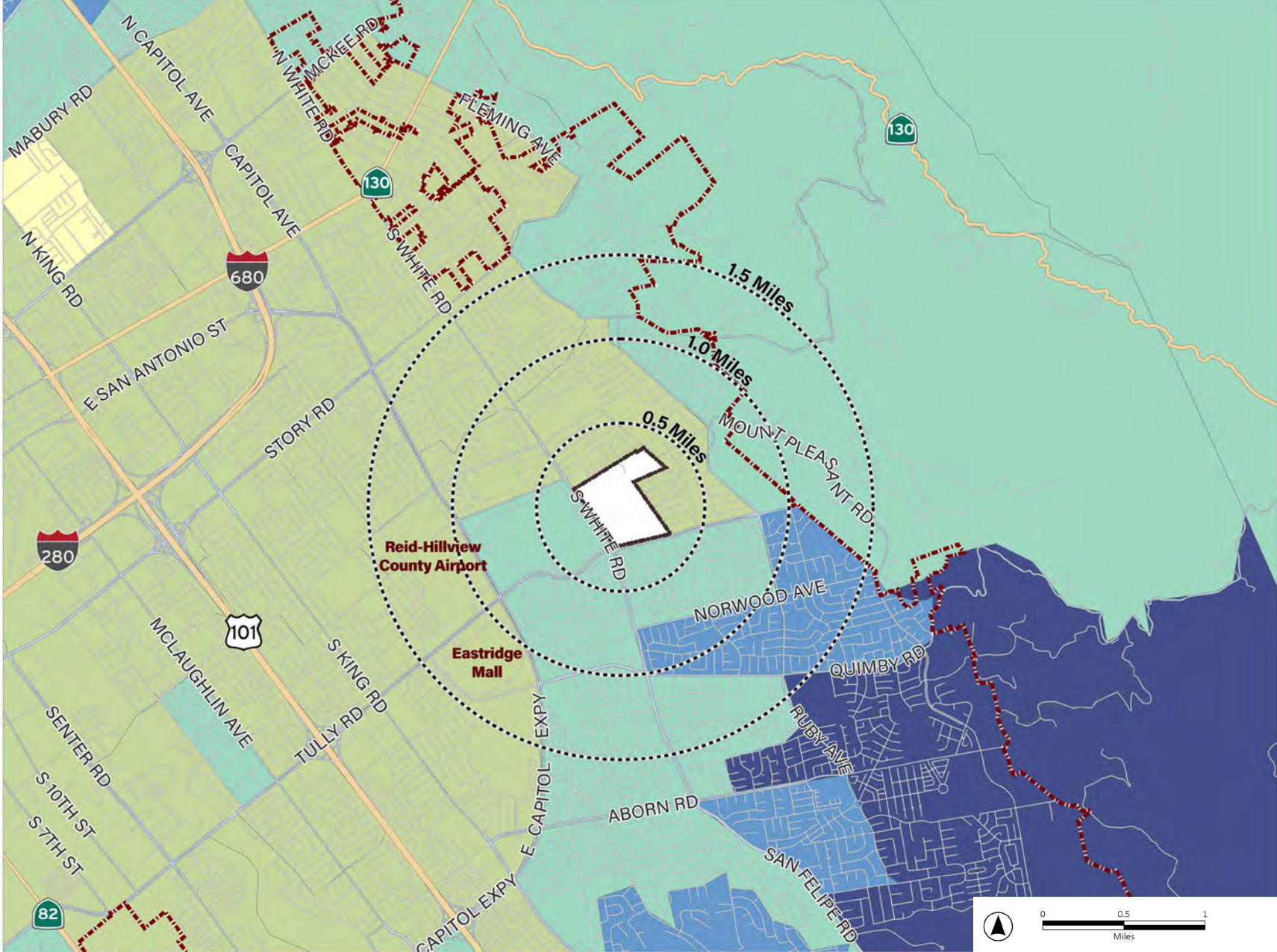


Source: ESRI, 2023; City of San Jose, 2023; US Census, 2021; PlaceWorks, 2023

TCAC/HCD OPPORTUNITY AREAS

TCAC/HCD Opportunity Map - Composite Score (HCD, 2023) - Tract

- Highest Resource
- High Resource
- Moderate Resource
- Low Resource
- High Segregation & Poverty

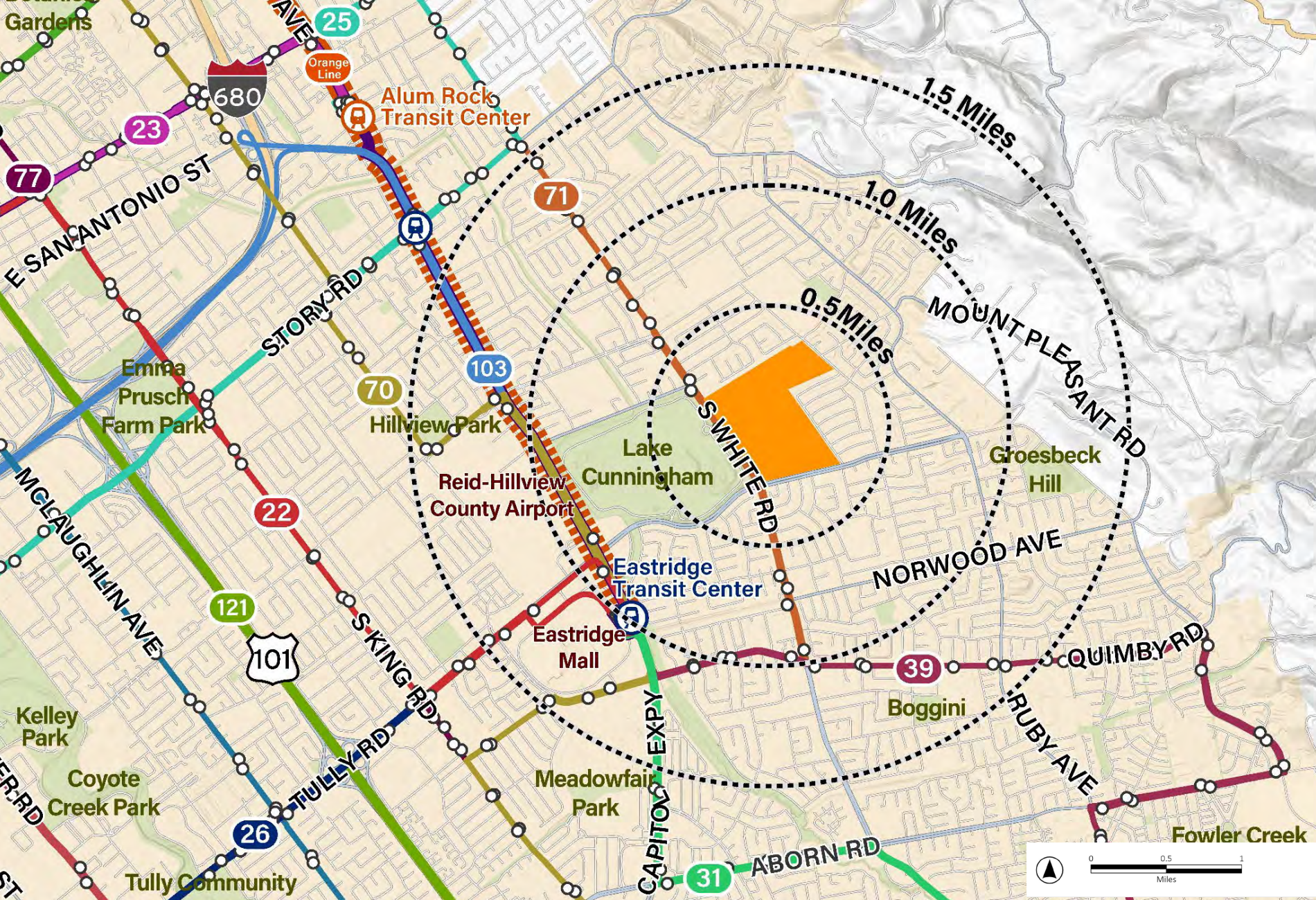


Source: ESRI, 2023; City of San Jose, 2023; HCD, 2023; PlaceWorks, 2023

Data from the State’s Tax Credit Allocation Committee (TCAC) and the State Department of Housing and Community Development (HCD)

EXISTING AND PLANNED PUBLIC TRANSPORTATION

-  Existing LRT Station
-  Proposed LRT Station
-  Proposed LRT Route
-  Railroad
-  VTA Stop
-  VTA Routes



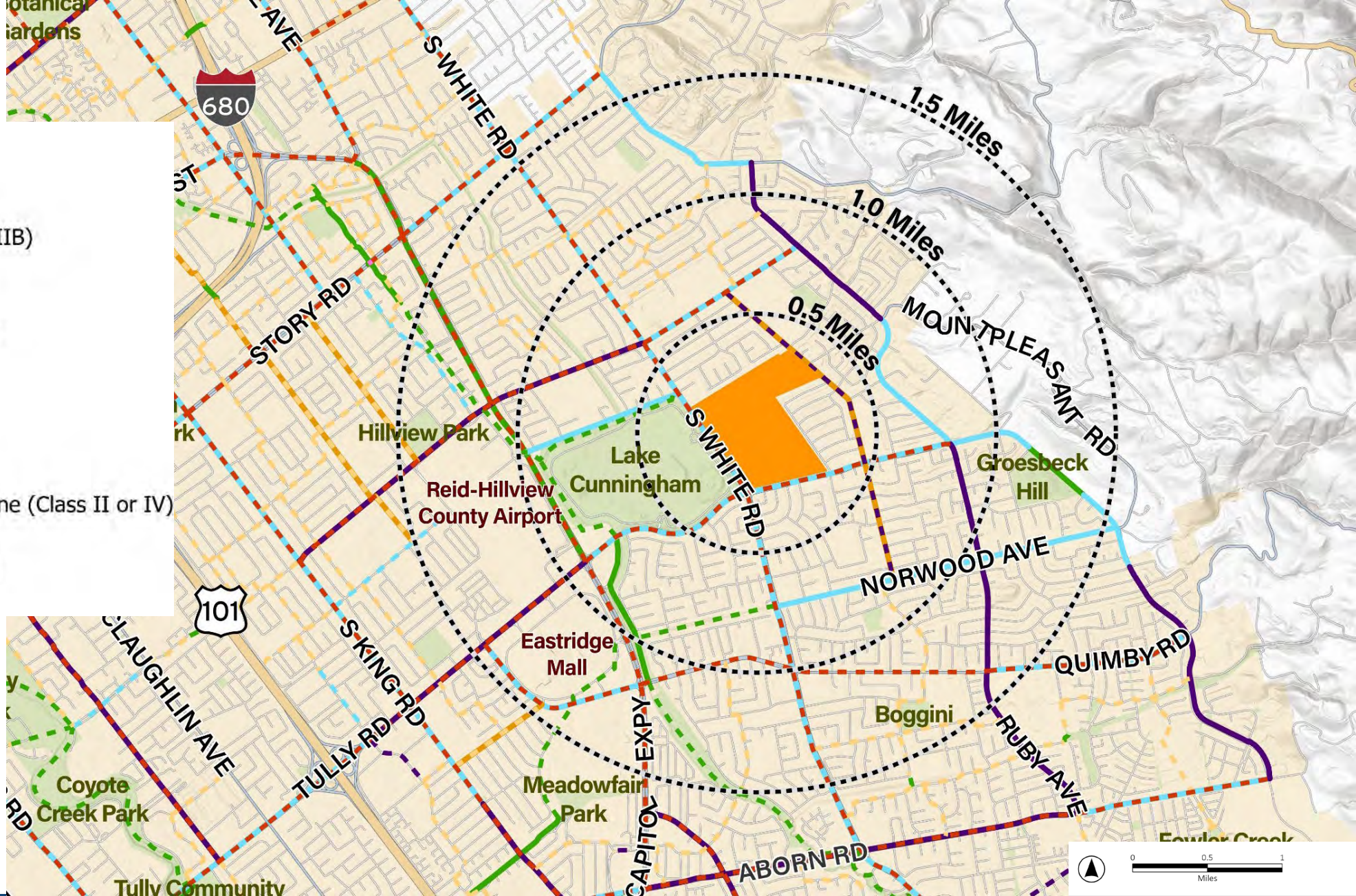
BIKE FACILITIES

Existing Bikeways

- Path or Trail (Class I)
- Bike Lane (Class IIA)
- Bike Lane (with buffer) (Class IIB)
- Bike Route (Class IIIA)
- Bike Boulevard (Class IIIB)
- Protected Bike Lane (Class IV)

Proposed Bikeways

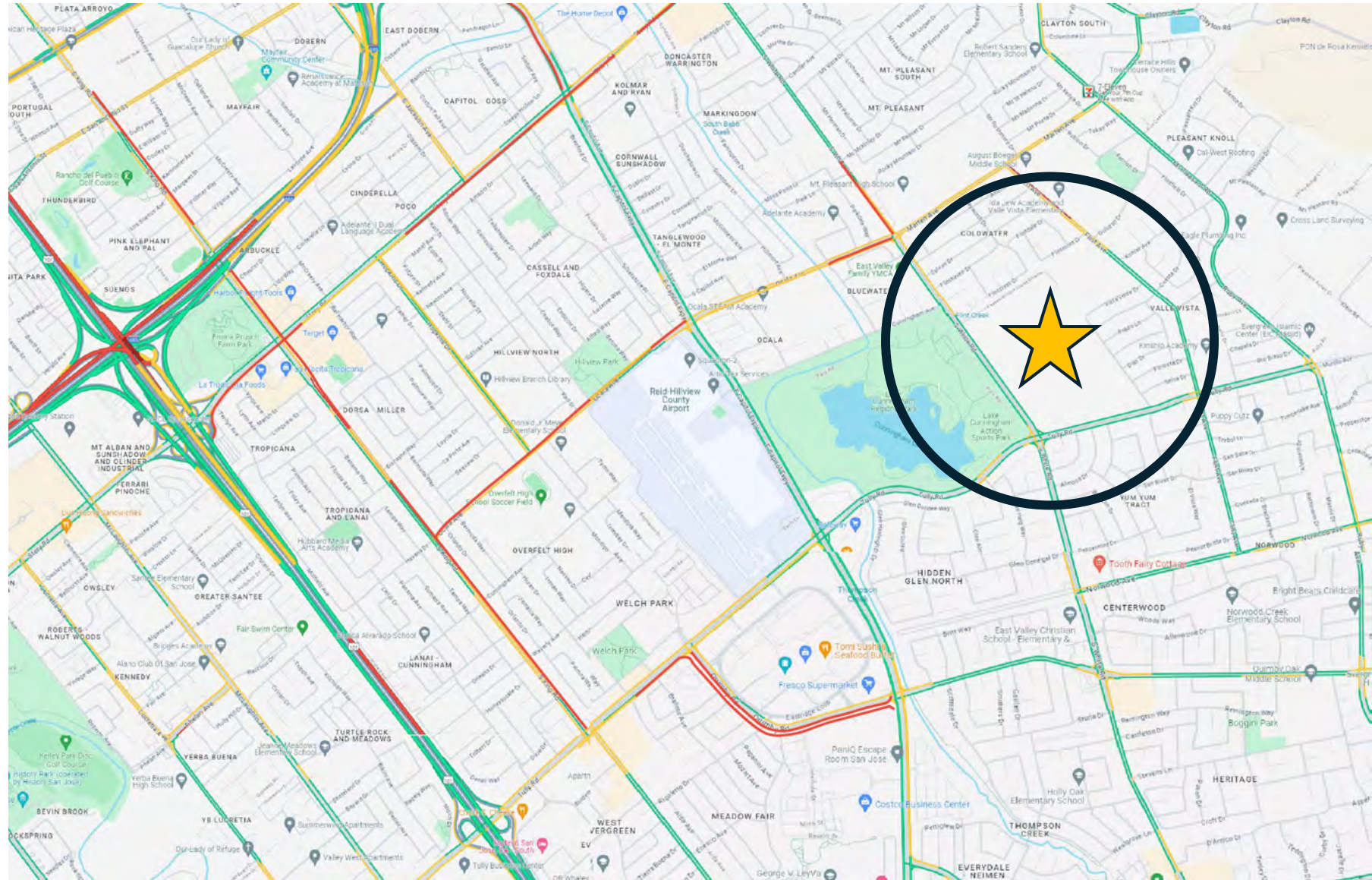
- - - Path or Trail (Class I)
- - - Bike Lane (Class IIA)
- - - Bike Lane (Class IIB)
- - - Bike Lane or Protected Bike Lane (Class II or IV)
- - - Bike Boulevard (Class IIIB)
- - - Protected Bike Lane (Class IV)
- - - Spot Improvement



TRAFFIC CONGESTION (Average Weekday Peak)

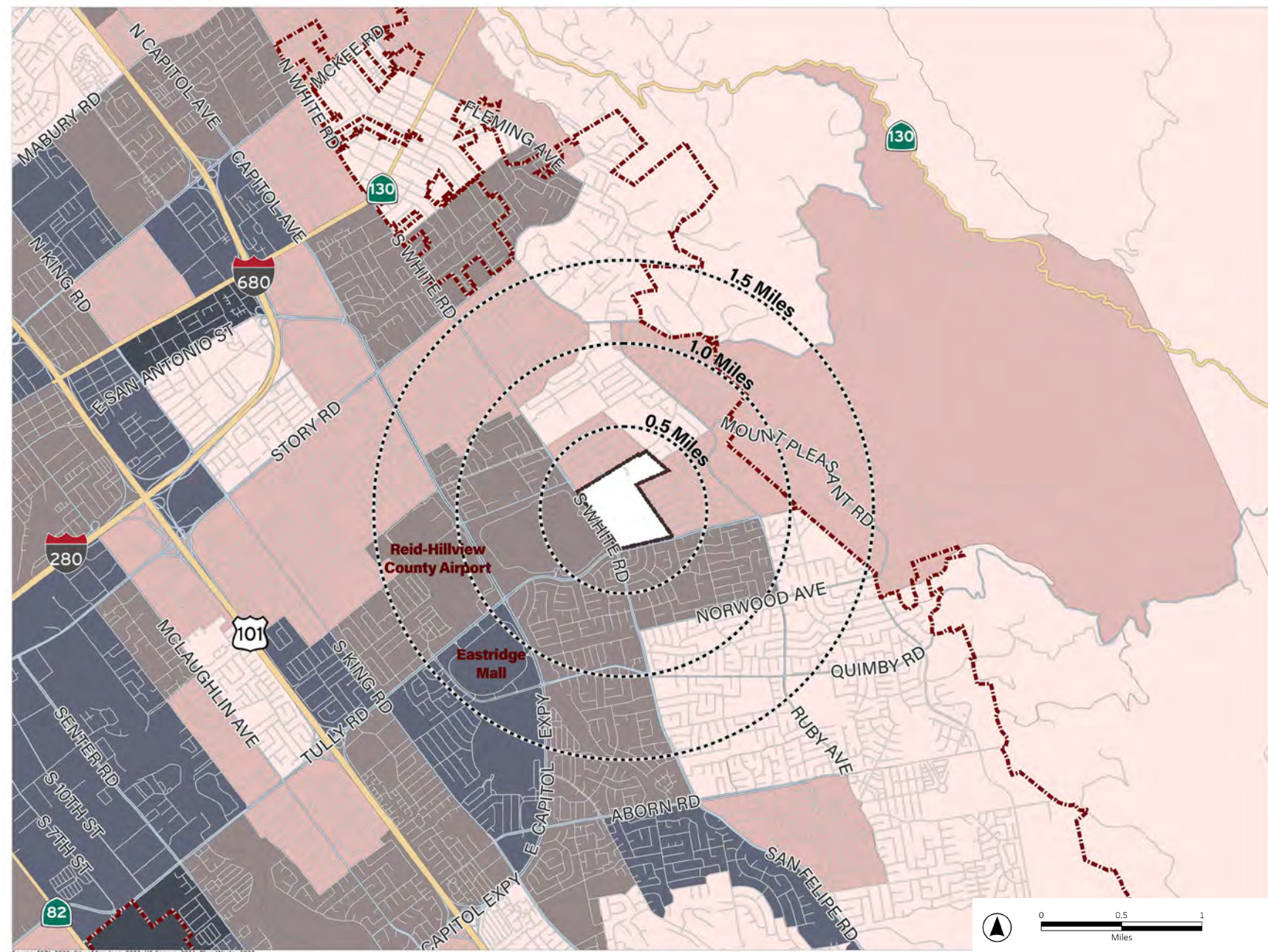
Future Transportation Analysis:

- Environmental Impact Report (EIR) Transportation Analysis
- Local Transportation Analysis
- Transportation Demand Management Plan



ACCESS TO VEHICLES

Percent of households with no vehicle available



Source: ESRI, 2023; City of San Jose, 2023; US Census, 2021; PlaceWorks, 2023

What We've Heard So Far

A scenic view of a golf course under a clear blue sky with a few wispy clouds. In the foreground, a chain-link fence runs across the frame. To the right, a paved path with white lane markings is visible. The middle ground features a large, well-maintained green lawn with several trees, some of which have yellowing leaves, suggesting autumn. A small pond is situated near the center-right of the image. The background shows a line of trees and distant hills.

Community Workshops and Survey

- Most participants live within .5 mile of PHGC
- Common appreciation for:
 - Parks, open spaces, and recreational facilities.
 - Libraries.
 - Local schools.
 - Evergreen Valley College.
 - Retail destinations (Eastridge Mall, Costco, Safeway, Evergreen Village Square).
 - San Jose Job Corps Centers



Housing

- Design for cohesion with existing neighborhood character.
- Ensure sufficient infrastructure (utilities, schools, grocery stores, transit, internet).
- Provide a range of affordability levels and housing types.



Economic Development

- Limited retail space, no big-box stores.
- Small businesses & “mom-and-pop shops.”
- Independent restaurants, small entertainment.
- Some limited job creation.



Parks and Public Space

- Connection to Lake Cunningham.
- Active and passive recreation opportunities.
- Effective management and maintenance of parks, open space, landscaping.
- Design harmonious with nature, wildlife.
- Public amenities (community centers, gardens, event space, programming).



Transportation

- Improved bike and pedestrian infrastructure.
- Added bus stops, routes, shuttles.
- Connection to Eastridge Transit Center and future VTA light rail line.
- Off-site improvements to address traffic impacts.
- Sufficient parking to accommodate all uses.

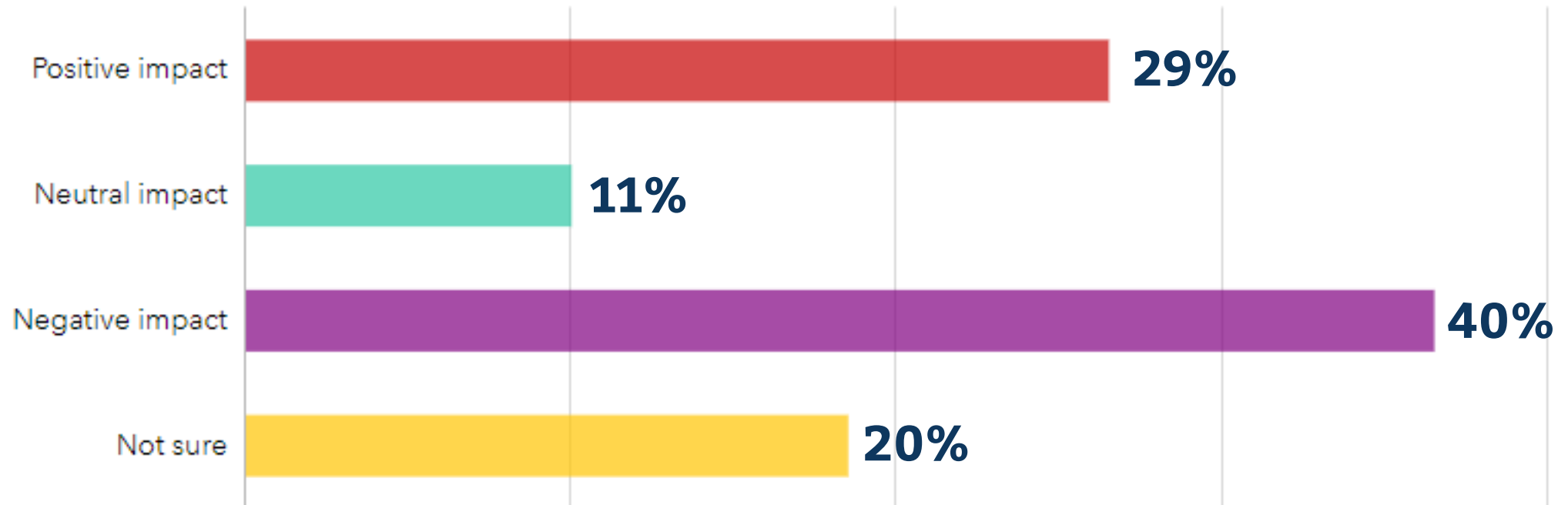


Sustainability

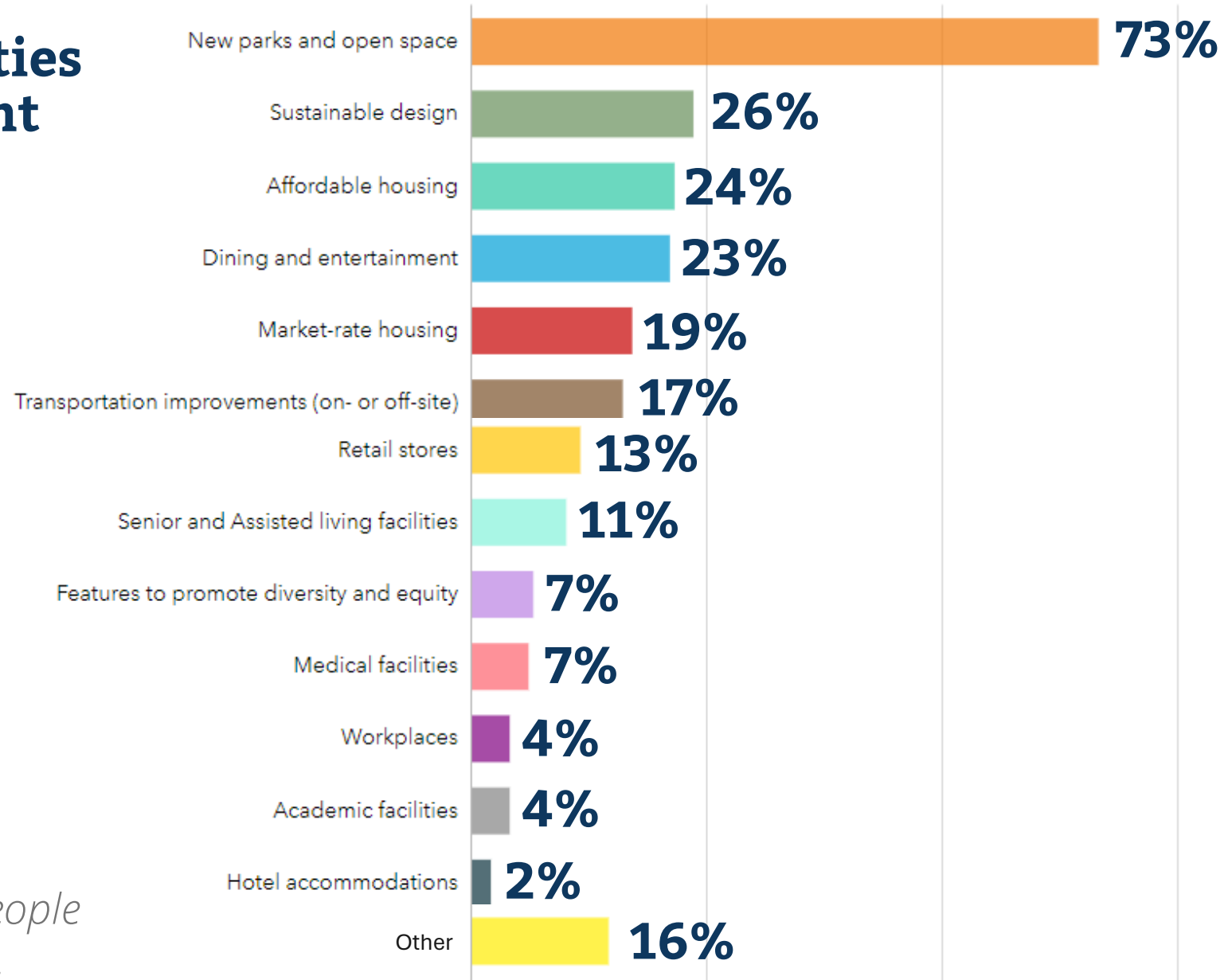
- Green construction techniques and buildings.
- Water conservation.
- Renewable energy (especially solar).
- Responsible landscape design (native plants, tree and wetland preservation).
- Mitigation of construction impacts (traffic, air quality, etc.).



How do you envision new development on the PHGC site impacting the overall character of the community?

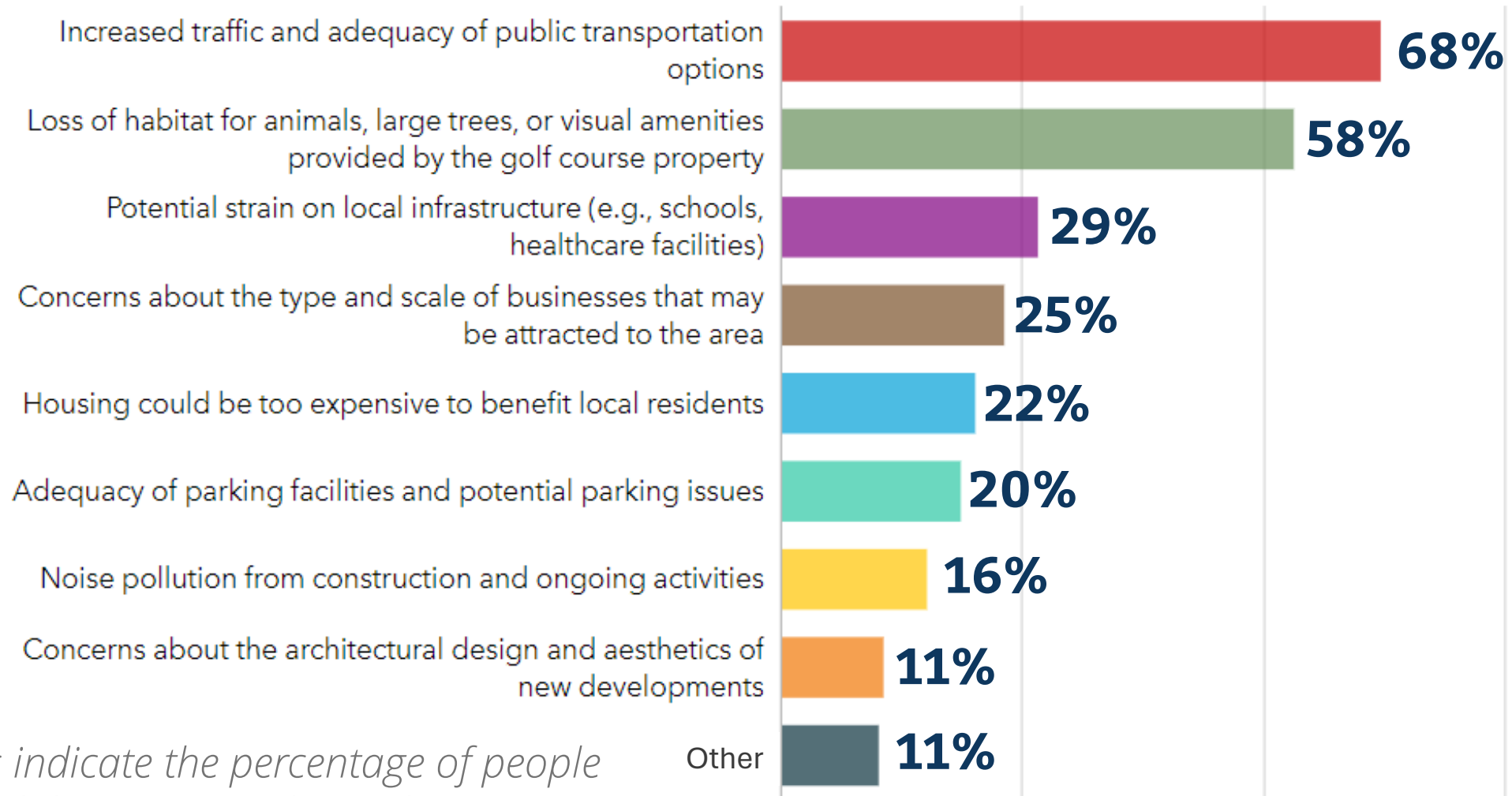


What are your top priorities for potential development on the PHGC site?



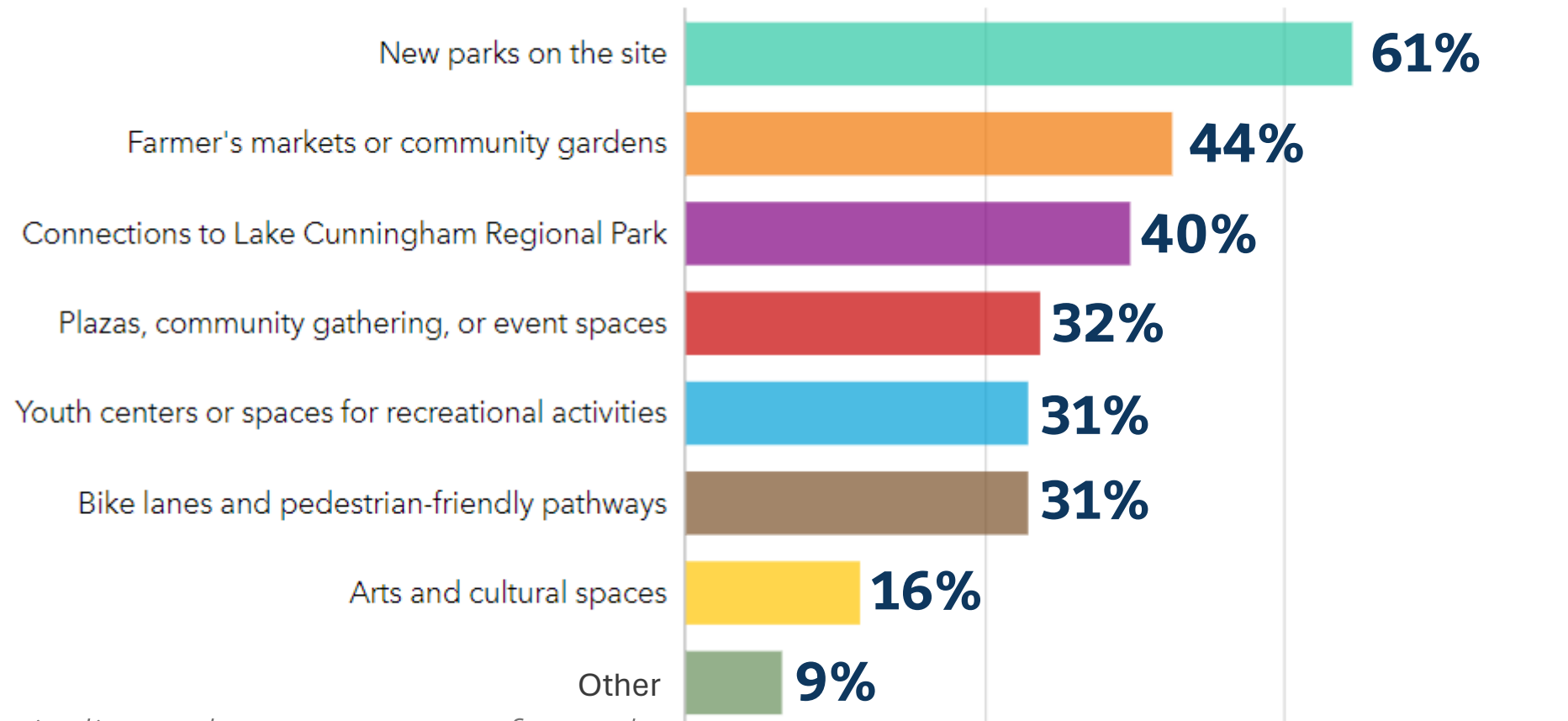
Percentages indicate the percentage of people that included the option in their selection.

What are your greatest concerns about potential development on the PHGC site?



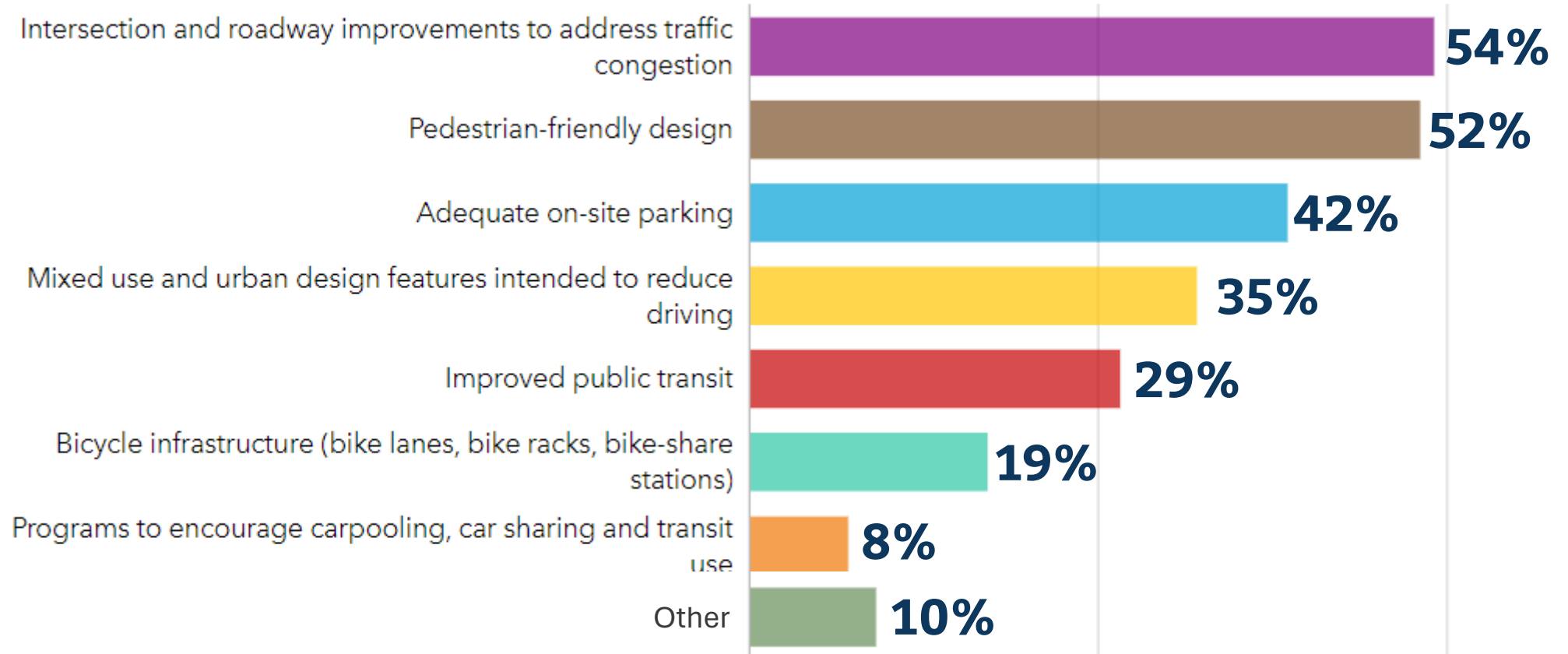
Percentages indicate the percentage of people that included the option in their selection.

Which community amenities would you most like to see in and around the PHGC site?



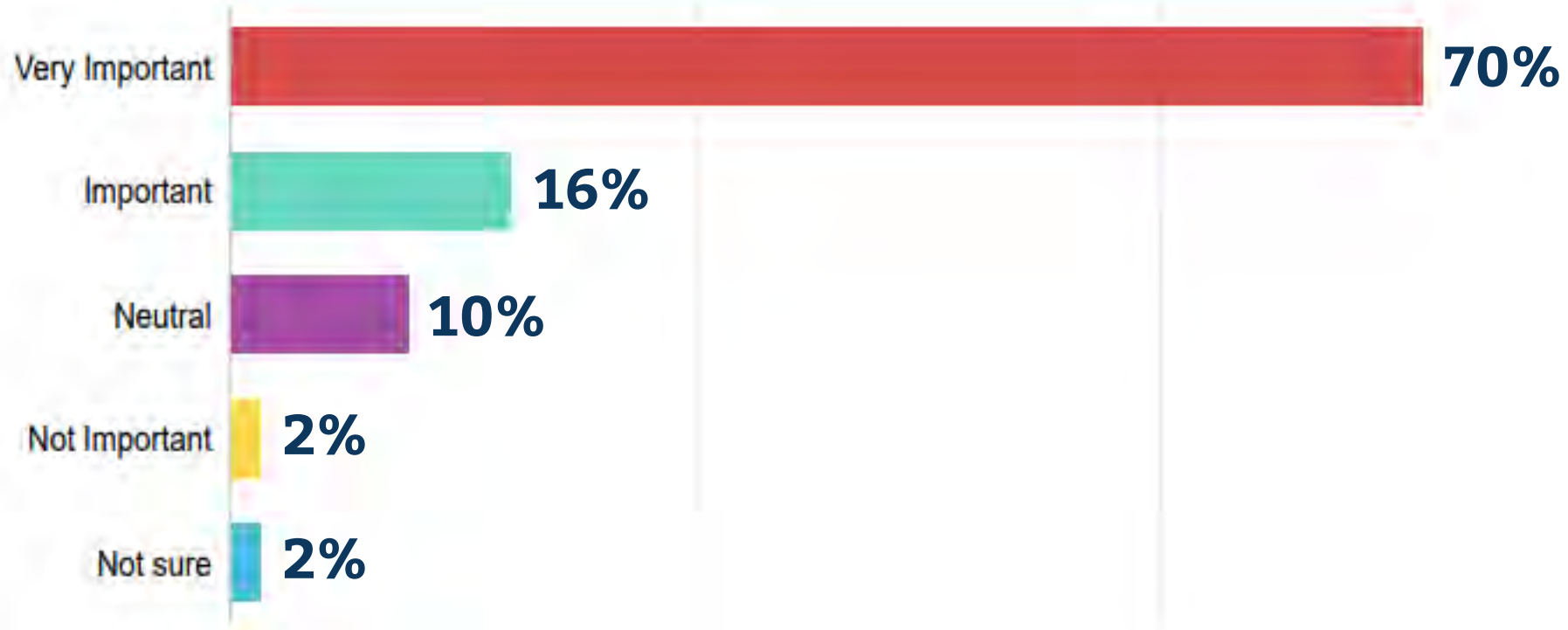
Percentages indicate the percentage of people that included the option in their selection.

What are your top priorities regarding traffic and transportation to support potential development at the PHGC site?

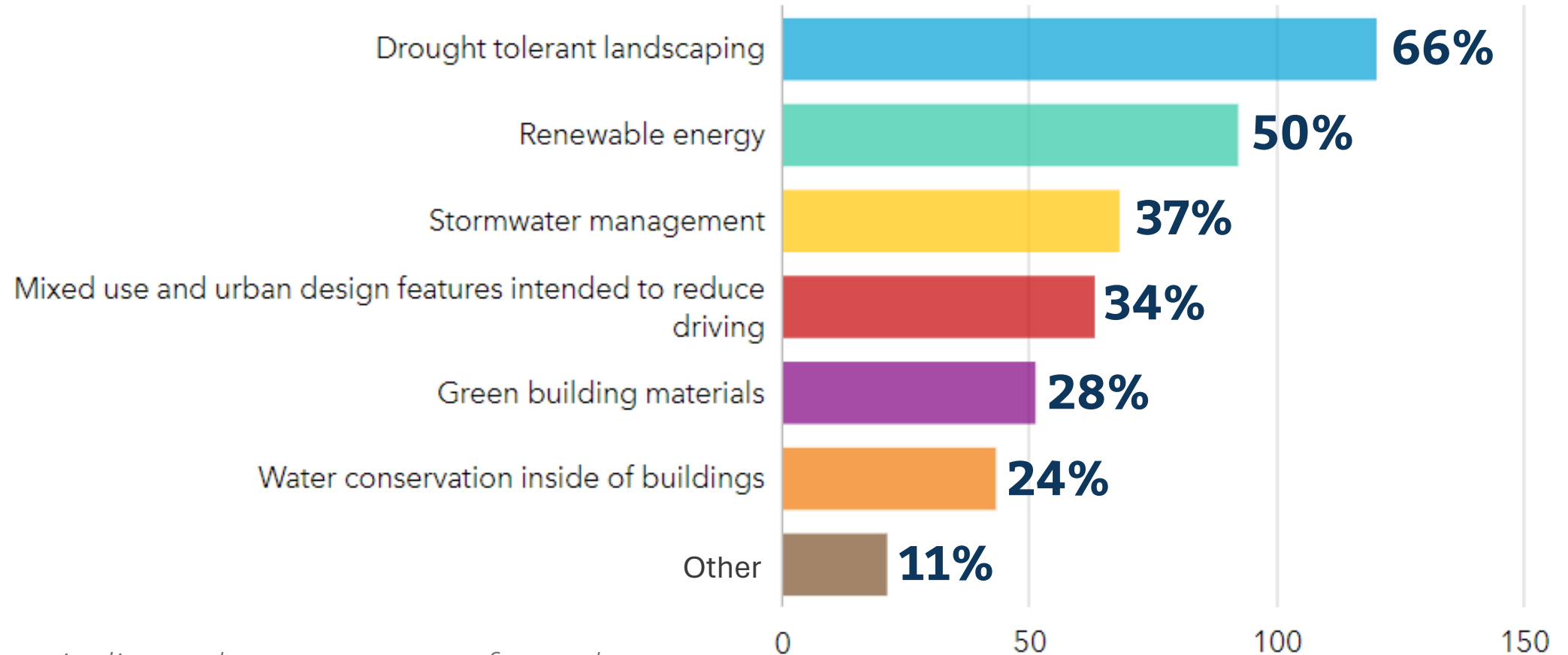


Percentages indicate the percentage of people that included the option in their selection.

How important is environmental sustainability in potential development of the PHGC site?



What environmental features or practices would you most like to see implemented in development at the PHGC site?



Percentages indicate the percentage of people that included the given option in their selection.

Table Discussions

A scenic view of a golf course under a clear blue sky with a few clouds. In the foreground, a paved running track with white lane markings is visible on the right, separated from the grass by a chain-link fence. A small pond is situated behind the fence in the middle ground. The background is filled with a variety of trees, some with yellowing leaves, suggesting an autumn setting. The overall atmosphere is bright and open.

Site Priorities Card Game

Use your deck of cards to identify what should be characteristics of potential future development at PHGC.

- **Priorities**
- **Okay to Include**
- **Excluded**





Questions and Answers *(10 Minutes)*

Additional Q&A in table discussions



*Online Survey 2 is
now available!*

A virtual option to share your opinion on the specific issues that should be covered in the guiding principles.



bit.ly/PHVisionSurvey