

# Pleasant Hills Vision: Community Workshop 2 Input Summary

## Introduction

The City of San José Department of Planning, Building, and Code Enforcement hosted its second round of community workshops for the Pleasant Hills Golf Course (PHGC) Guiding Principles process on the evenings of April 25, 2024 and April 29, 2024. The two workshops – one in-person and one virtual – were the same in their content and activities. Building on Workshop 1, Workshop 2 attendees further expressed their vision for future development at PHGC, identifying the features, programs, and amenities they envision at PHGC. Across both workshops, input was received from approximately 108 participants.

This document includes an overview of workshop participation, workshop content and activities, and a synthesis of key insights from both meetings.

## I. Workshop Participation

### Timing and Location

The in-person workshop was hosted at the East Valley Family YMCA on April 25. The virtual Zoom workshop took place on April 29. Both were scheduled from 6pm to 8:30pm.

### Outreach Methods

Workshops were advertised to the public through several channels. Event registration pages were shared in digital City of San José mailers and a multi-lingual banner was hung on the fence at the PHGC site. Council offices for District 5 and 8 also promoted the workshops to their constituents.

Community-based organization partners Latina Coalition of Silicon Valley (LCSV) and Vietnamese American Roundtable (VAR) promoted the workshops by distributing multi-lingual flyers at local businesses, during in-person and virtual programming, and at community events and digitally sharing the project website and event registration pages.

### Registration and Attendance

Beginning April 4, the public was able to register for both workshops via Eventbrite. Both registration pages included information on the workshop dates, times, locations, and a brief description of the PHGC Vision process and workshop agenda. When registering, participants completed a form with their name, email address, and requests for translation or any other accommodations.

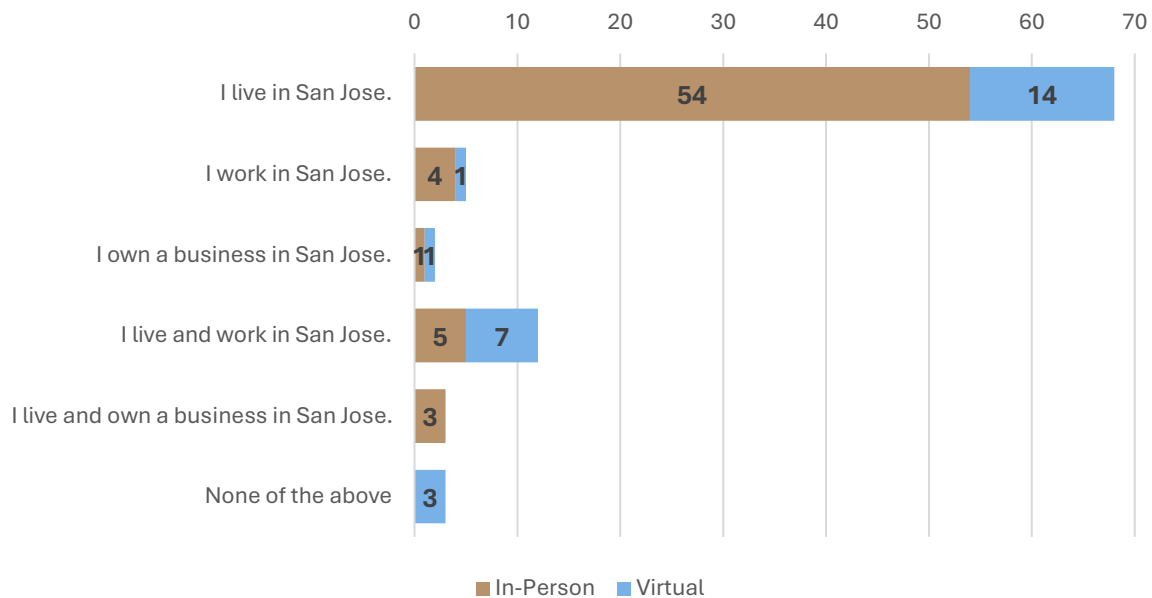
Leading up to the event, reminder emails were sent to registrants. In the case of the virtual workshop, reminder emails also included credentials for accessing the Zoom meeting. Reminder emails were sent six days and one day before the in-person workshop. Reminder emails were sent one week, three days, two hours, and 15 minutes before the virtual workshop.

The Eventbrite for the in-person workshop received 54 RSVPs. Actual attendance was approximately 73 people. The Eventbrite for the virtual workshop received 62 RSVPs. Actual attendance was 35 people.

## Participant Demographics

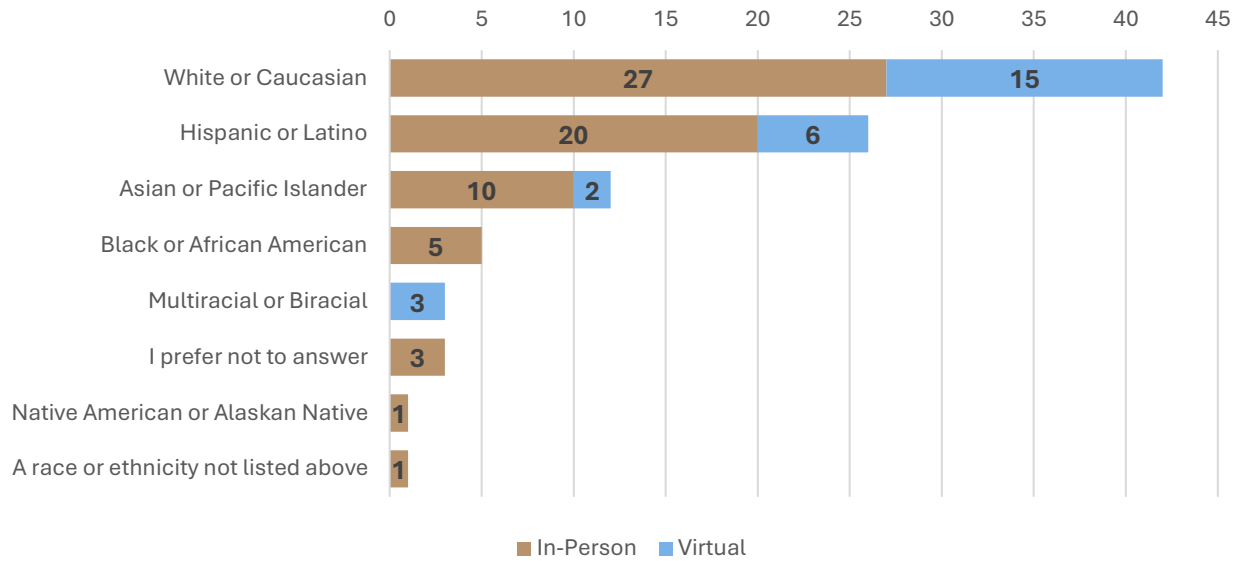
A poll conducted during both the virtual and in-person meetings collected demographic information about participants. **Figure 1** shows that most workshop participants (68 participants) live in San Jose. A small number both live and work or just work in the area, at 12 and 5 participants respectively.

**Figure 1:** Which of the following best describes you?

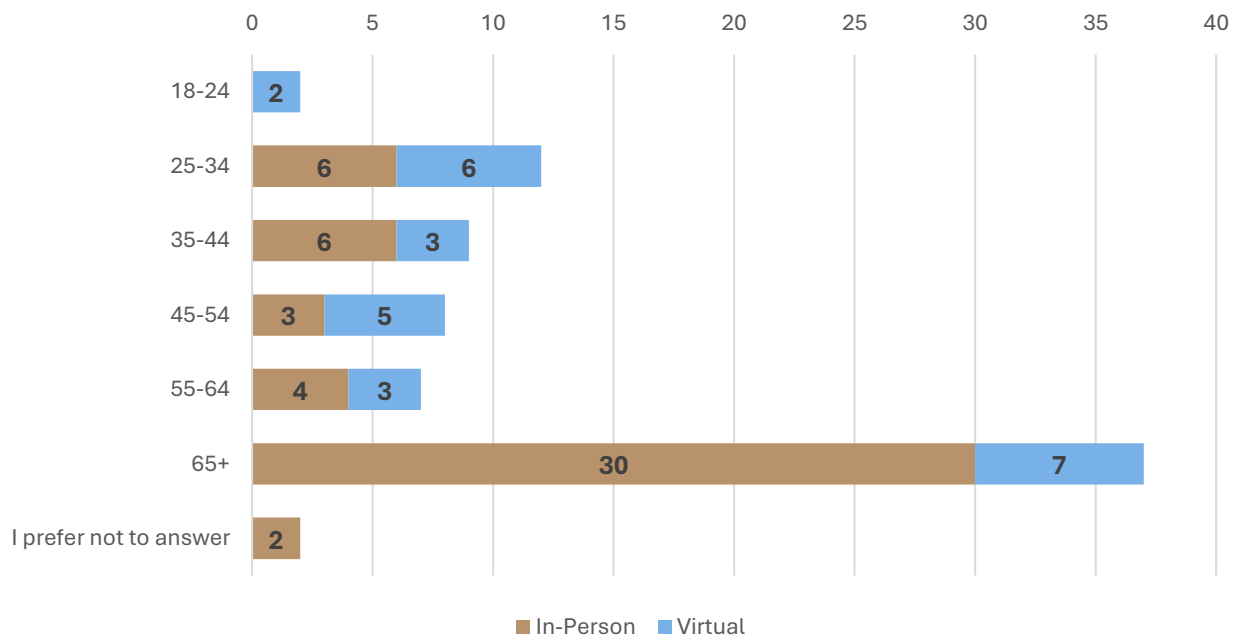


**Figure 2** demonstrates the diversity of attendees in terms of race/ethnicity with 42 total participants identifying as White or Caucasian, 26 total participants as Hispanic or Latino, 12 total participants as Asian or Pacific Islander. **Figure 3** indicates that virtual workshop attendees represented a variety of ages but that the most predominant age group was people over 65.

**Figure 2: Which of the following best describes you?**

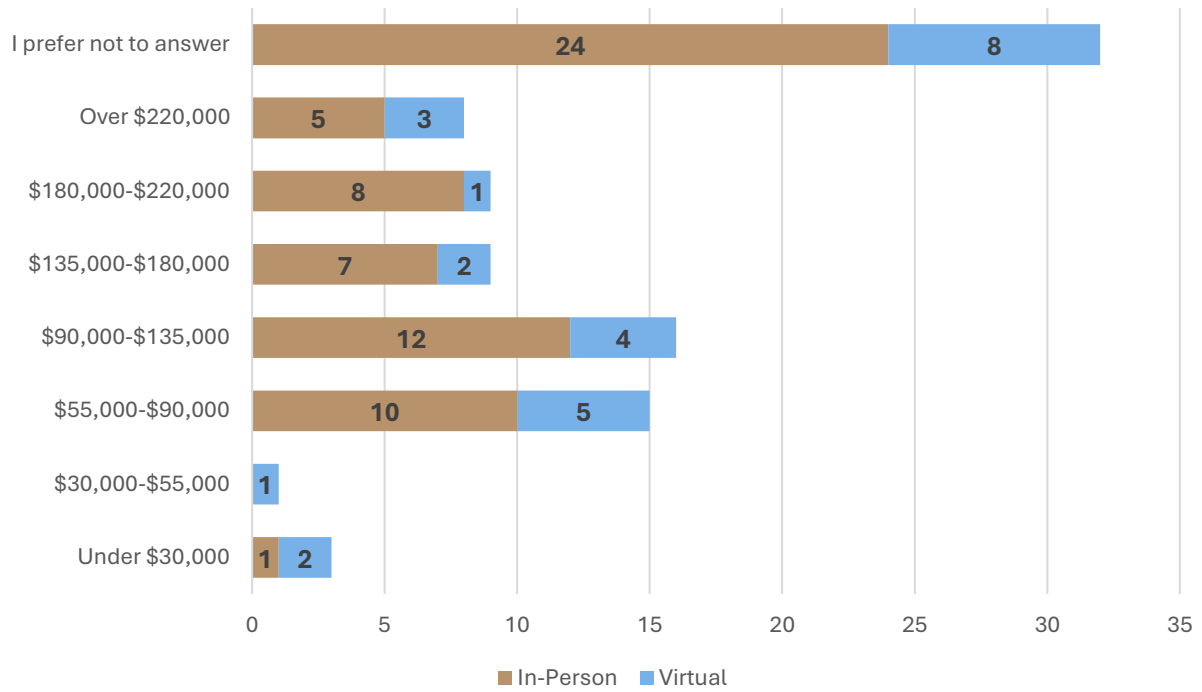


**Figure 3: What is your age?**



**Figure 4** illustrates participation from community members of all income levels. Close to one-third of participants preferred not to disclose this information.

**Figure 4:** Which of the following best describes your total household income last year?



## II. Workshop Overview

### Purpose

The goals of Community Workshop 2 were to:

- Explain the intent and status of the Pleasant Hills Vision effort.
- Present key insights about community context from existing conditions analysis.
- Present key takeaways from Community Workshop 1 and Survey 1.
- Further understand attendees' vision for future development at PHGC and the specific issues they want covered in the Guiding Principles document.

### Agenda

#### *Welcome*

The workshops began with an announcement about availability of live translation services in Spanish and Vietnamese. This was followed by a welcome from lead facilitator David Early (PlaceWorks) and opening remarks from councilmember Domingo Candelas (D8).

#### *Presentation*

David Early led a presentation explaining the workshop agenda, background information about the PHGC site and the planning and policy context, engagement opportunities, the elements of a guiding principles document, urban and community context, key takeaways from the first round of community workshops and survey, and instructions for the small group activity. The presentation was followed by a brief Question & Answer session.

#### *Breakout Discussions*

Attendees participated in facilitated breakout discussions in randomly assigned groups of four to seven people. (This same format was followed at the in-person and virtual workshops.) Breakout discussions lasted approximately 70 minutes and included introductions and one activity covering five topics.

One or two staff members from the City of San Jose and/or PlaceWorks facilitated a prioritization activity, allowing attendees to provide specific input about what future development at PHGC should not look like.

#### **Introductions**

Participants introduced themselves, sharing their name, whether this was their first or second workshop, and where they live in relation to the site.

#### **Activity:** Site Priorities Card "Game"

Using a personal deck of playing cards in the categories of Housing Type, Non-Residential Land Use, Open Space and Amenities, Community Programs and

Sustainability, and Urban Design and Transportation, participants identified features, programs, and amenities they feel should be prioritized, included in, or excluded from potential future development at PHGC.

As participants prioritized their cards, facilitators asked follow up questions, pointed out similarities and differences in responses, and moderated group discussion.

Participants could also write in features, programs, and amenities that were not included in the provided deck on “wildcards”. Ideas from the wildcards and additional comments that were made and recorded during the workshop discussions as well as comments received via the online survey are synthesized in the Key Insights section of this document. A complete list of recorded comments are provided in Appendix A.

At the in-person workshop, activity materials included playing cards, game boards, sticky notes, markers, and pens. These materials were digitally replicated in Google JamBoard for the virtual workshop.

### *Shareback*

Workshop participants came back together and groups were randomly selected to share key takeaways from their conversations. Highlights were presented by spokespeople that were chosen within their breakout groups.

### *Closing*

The meeting concluded with an announcement of the launch of Online Survey 2 and a reminder to participants to stay tuned to the project website ([www.PleasantHillsVision.org](http://www.PleasantHillsVision.org)) for the date, time, and location of Community Workshop 3.

### III. Online Survey

In addition to the two meetings, PlaceWorks also conducted an informal online survey open to all members of the community, asking for input on questions very similar to those considered at the meetings. PlaceWorks received a total of 156 responses to the survey.

This was not a statistically valid or representative survey because respondents were self-selected and were not necessarily representative of the WPCG area or the City as a whole. Moreover, there was possibly overlap between meeting participants and survey respondents.

In most cases, the survey responses were similar to input received at the two meetings. This report highlights cases where survey responses differed from meeting input.

### IV. Key Insights

This section summarizes findings from both the in-person and virtual workshops, and also points out places where survey responses differed from meeting results. The results below were recorded by discussion facilitators during the in-person and virtual meetings. Additional notes were transcribed, synthesized, and included in this report.

The two workshops generated between 90 and 100 individual responses for each of the individual items in the priorities card “game”. The results for each item are summarized below.

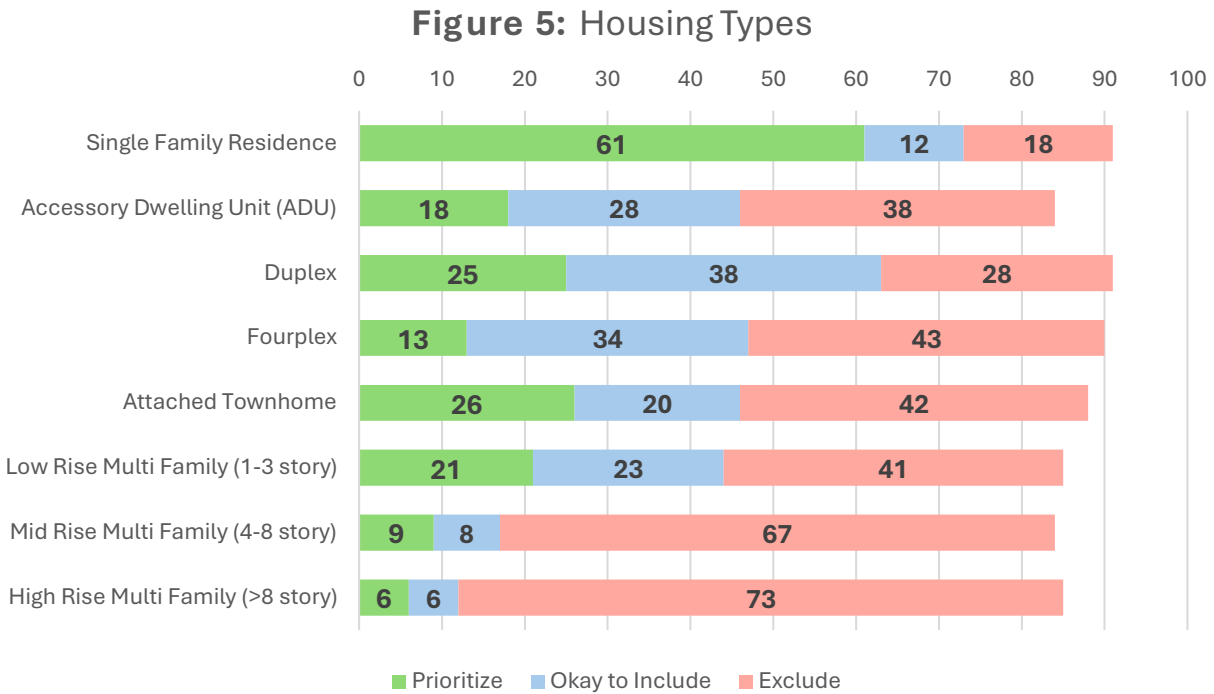
#### Housing Types

**Figure 5** shows meeting attendees’ preferred housing types for future development. Single family residences were widely favored, with 80% of responses categorizing them as “Prioritize” or “Ok to Include”. Multi-family housing types were more divisive among meeting attendees. Duplexes were the most favorable out of the multi-family options, with close to 70% of responses stating “Prioritize” or “Ok to Include.” Just over 50% of responses also categorized ADUs, attached fourplexes, attached townhomes and low-rise multifamily as either “Prioritize” or “Ok to Include.” Mid-rise and high-rise multi-family homes were categorized as “Exclude” in a large percentage (80-85%) of the responses. Some meeting attendees expressed the idea that any higher density housing should be located toward the center of the site rather than the edges.

Online survey respondents expressed greater support for attached townhomes and mid-rise multi family residential (up to four stories) than was expressed at the meetings.

Opinions expressed at the meetings regarding housing tenure and affordability were mixed. There was interest in both for sale and rental residences, with some preference for for sale homes. There was also a lack of consensus among meeting attendees and online

respondents about affordability levels either. Responses ranged from not exceeding the IHO (15%) to including up to 30% on-site affordable housing.



*\*Data labels indicate the number of responses in each category (Prioritize, Okay to Include, Exclude) for each item. Total responses vary by item as not all participants voted for each.*

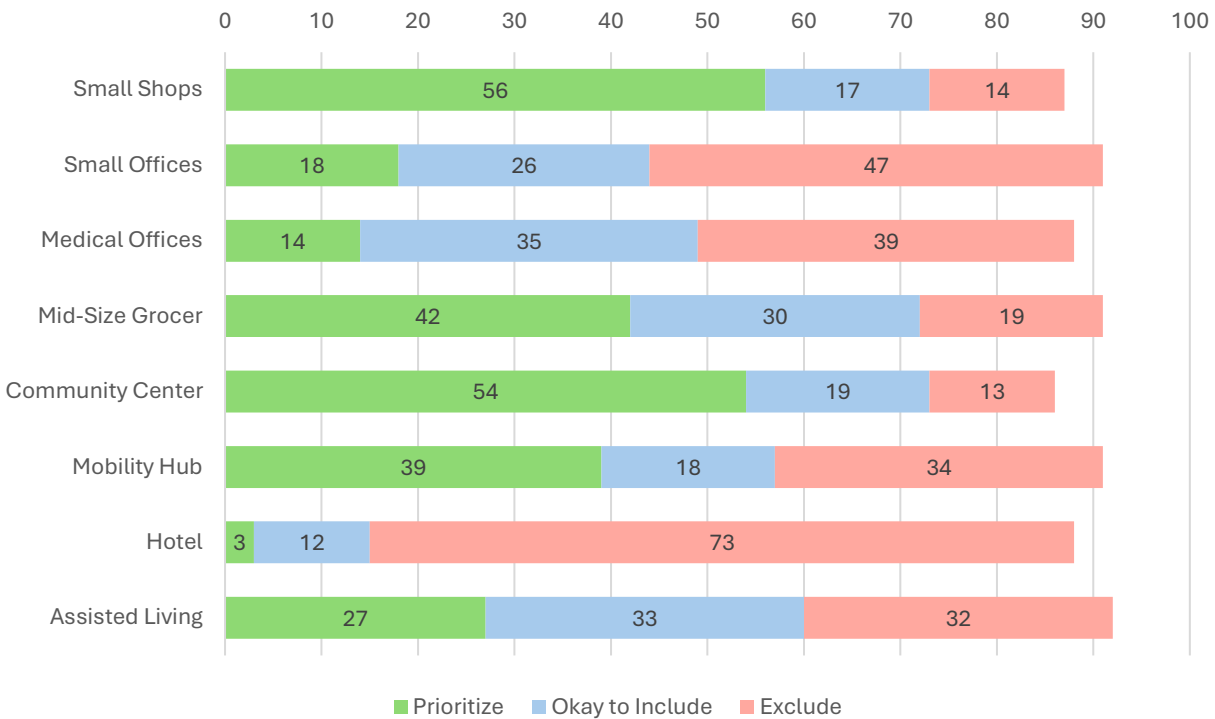
Additional community feedback from workshop discussion and online survey highlighted a desire to balance density with ample open space and emphasized the need for both homeownership opportunities and affordable rental properties to foster neighborhood investment and stability. Those concerned about higher density housing cited the importance of maintaining a sense of community and reducing traffic and crime concerns. Discussions and online survey respondents also highlighted affordability as a key concern, with calls for a range of affordable housing options for teachers, emergency professionals, seniors, and young professionals.

### Non-Residential Land Use

**Figure 6** shows preferred non-residential land uses for future development at PHGC. Small shops and a community center were widely favored, with more than 60% of responses categorizing them as “Prioritize”, although online survey respondents showed somewhat less support for small shops. A mid-size grocer, mobility hub, and assisted living facility were also well-received, with between about 65% and 80% of responses categorizing them as “Prioritize” or “Ok to Include”. About 86% of responses categorized a hotel as “Exclude.” Another less favorable non-residential land use was small offices, with slightly more than 50% categorizing that use as “Exclude”.



**Figure 6: Non-Residential Land Uses**



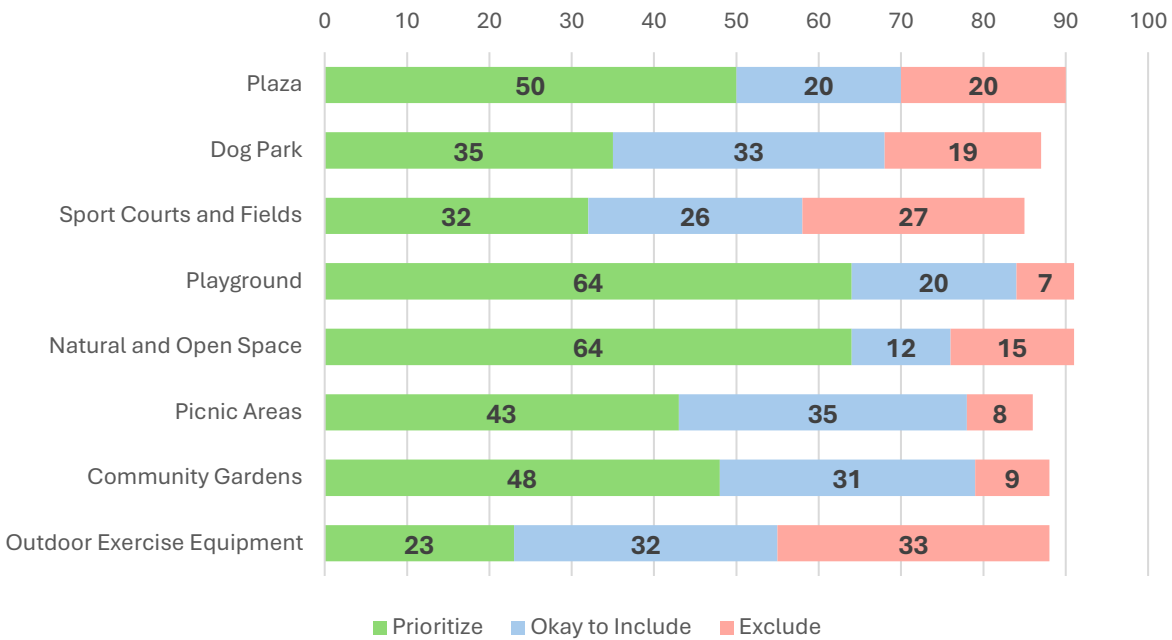
*\*Data labels indicate the number of responses in each category (Prioritize, Okay to Include, Exclude) for each item. Total responses vary by item as not all participants voted for each.*

Additional community feedback from workshop discussion and online survey suggest there is a preference for community-focused amenities such as small shops and a community center, akin to the Evergreen Village Square, which could host farmers markets and community events. Participants noted a preference for low-density assisted living facilities and a variety of small shops and restaurants that can provide local job opportunities. Additional amenities like educational facilities, daycare centers, cultural and recreational facilities, and spaces for community programs were also mentioned.

### Open Space and Amenities

**Figure 7** shows preferences in terms of future on-site open space and amenities. Most responses placed a high priority on a large range of open space and amenities, with at least 60% of responses identifying every item as either “Prioritize” or “Ok to Include.” The most highly prioritized items were playgrounds and natural open space areas, which were each designated as “Prioritize” in over 70% of responses. Picnic areas and community gardens also received strong support, but with more respondents classifying them as “Okay to Include” instead of “Prioritize.” The features with the least amount of support were sport courts and fields and outdoor exercise equipment, with more than 30% of responses stating that these features should be excluded.

**Figure 7: Open Space and Amenities**



*\*Data labels indicate the number of responses in each category (Prioritize, Okay to Include, Exclude) for each item. Total responses vary by item as not all participants voted for each.*

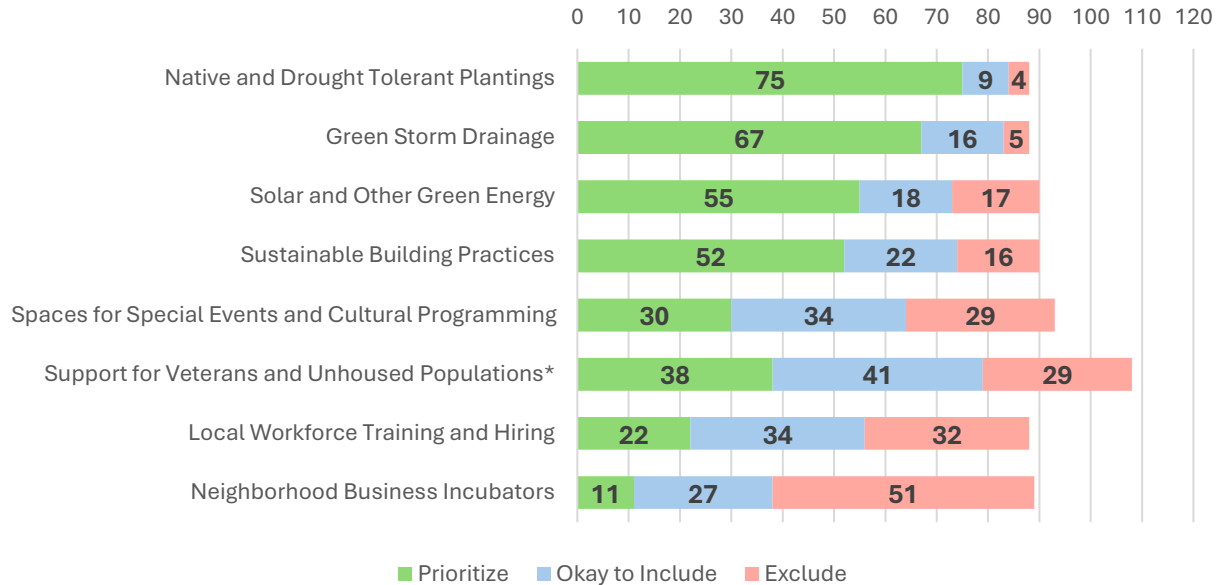
Additional community feedback from workshop discussion and online survey indicated a desire for green spaces that foster community interaction and are well-maintained, including a suggestion for a linear park along the perimeter of the site. Maintenance emerged as a critical issue in discussions, with suggestions for partnerships with developers to enhance recreational facilities and ensure spaces are kept clean and safe. Additionally, some noted interest in small-scale sports facilities, such as pickleball courts. Participants also noted the importance of integrating open spaces that connect to Lake Cunningham and provide accessible amenities like clean restrooms, walking trails, and secure Wi-Fi.

### Community Programs and Sustainability

**Figure 8** shows preferred community programs and sustainability strategies for future development at PHGC. Native and drought tolerant plants and green storm drainage were widely favored, with more than 75% of responses categorizing each as “Prioritize”. Sustainable building practices, solar and green energy, and support for veterans and unhoused populations were also well-received, with more than 70% participants categorizing them as “Prioritize” or “Ok to Include”. The feature with the least amount of support was business incubators, with nearly 60% of responses stating that they should be

excluded. However, online survey respondents were more supportive of business incubators, with only 35% marking them as “Exclude.”

**Figure 8: Community Programs and Sustainability**



*\*Data labels indicate the number of responses in each category (Prioritize, Okay to Include, Exclude) for each item. Total responses vary by item as not all participants voted for each.*

*\*\*During the in-person workshop, veteran and homeless services were combined as a single item. Several participants suggested that these two topics be separated such that they could be prioritized differently.*

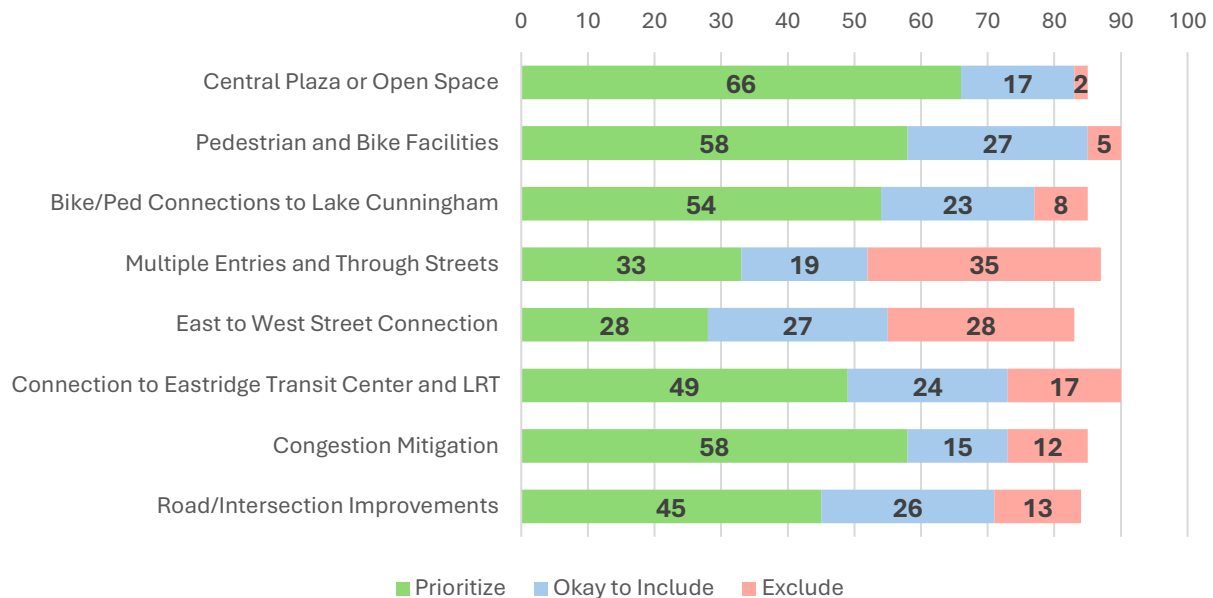
Additional community feedback from workshop discussion and online survey emphasized the importance of local workforce training, cultural programming, and community-building initiatives that are integrated into the space rather than confined to designated areas. Some participants noted a preference for wide open spaces with walkable trails and better connectivity to Lake Cunningham, along with facilities such as amphitheaters for cultural events. Participants also noted that development should incorporate green infrastructure and ensure long-term sustainability through practices like water recycling and maintaining mature trees. There was also discussion that programs should cater to all age groups, with a particular interest in a community center that could sponsor diverse cultural events and support local needs, including opportunities for veterans.

## Urban Design and Transportation

**Figure 9** shows preferred urban design and transportation features, most of which were well-received. Nearly all responses categorized a central plaza or open space as “Prioritize” or “Ok to Include.” Responses also showed high support for pedestrian and bike facilities, connections to Lake Cunningham Regional Park, congestion mitigation, off-site roadway

and intersection improvements, and connection to Eastridge Transit Center and light rail (LRT), with more than 80% of responses categorizing them as “Prioritize” or “Ok to Include.” Multiple entries and through streets, along with an east to west street connection, received more mixed support, with about 35 to 40% of responses indicating that those items should be excluded from future development but a majority stating that they should be either Prioritized or were Okay to Include.

**Figure 9: Urban Design and Transportation**



*\*Data labels indicate the number of responses in each category (Prioritize, Okay to Include, Exclude) for each item. Total responses vary by item as not all participants voted for each.*

Meeting attendees and online survey respondents were also asked to consider parking. Adequate parking infrastructure for future residential and commercial use was an important consideration for participants. There was variety in terms of the types of parking facilities that participants thought should be included, with varying support for surface parking lots, on-street parking, parking structures and underground parking.

Additional community feedback from workshop discussion and online survey on urban design and transportation strategies emphasized the need to minimize traffic congestion along Tully Road and enhance street improvements to support both vehicles and bikes. Participants also shared a preference for creating a central community space, mixed-use core, or park to serve as a focal point while ensuring the safety of residents. There were also concerns about the connection to existing single-family home neighborhoods, highlighting the need for careful planning of multiple site entries and a suggestion to use integrated traffic calming and congestion mitigation strategies instead of large intersections that may be eyesores. Suggestions for parking solutions included

underground structures to mitigate congestion and maintain aesthetic appeal, with specific emphasis on providing sufficient on-site parking to prevent overflow into adjacent neighborhoods. Improved and more frequent public transit routes, including connections to future LRT and bus services, were mentioned as priorities, but there is skepticism about current bus efficiency and usage. Safety for school children and adequate pedestrian and bike infrastructure were also mentioned.