Pleasant Hills Vision: Community Workshop 3 Input Summary

Introduction

The City of San José Department of Planning, Building, and Code Enforcement hosted its third round of community workshops for the Pleasant Hills Golf Course (PHGC) Guiding Principles process on the evenings of August 8, 2024 and August 12, 2024. The two workshops – one in-person and one virtual – were similar in their content and activities. Attendees provided feedback on the Draft Guiding Principles that were informed by the input solicited in the first and second workshops. Across both workshops, input was received from approximately 98 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 August 8. The virtual Zoom workshop took place on August 12. Both were scheduled from 6:00pm to 8:00pm.

Outreach Methods

Workshops were advertised to the public through several channels. Event registration pages were accessible from the City-run project website and shared in digital City of San José mailers.

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

Registration and Attendance

Beginning July 15, 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 and indicated whether they had participated in previous workshops.

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 58 RSVPs. Actual attendance was approximately 70 people. The Eventbrite for the virtual workshop received 86 RSVPs. Actual attendance was 28 people.

Participant Demographics

A poll conducted during both the virtual and in-person meetings was intended to collect demographic information about participants. However, the demographic survey was optional for at each workshop. At the in-person workshop, only nineteen people of 70 people completed it, while only 21 people (out of 28 participants) completed the poll during the virtual workshop. Moreover, none of the demographic questions was required at either workshop, so some participants answered only some questions. Given all these constraints, the demographic polls don't necessarily give an accurate picture of the make up of the attendees.

Figures 1-4 present the results of these surveys. As can be seen in the figures, both workshops appear to have been attended primarily by San Jose residents, with a few participants owning businesses or working in San Jose. About half of the participants appear to have been white, with the remainder split primarily between Latinos and persons of Asian descent. There appears to have been a relatively even distribution of ages of attendees, although persons over 65 were overrepresented compared to the population of the city as a whole. A variety of income ranges was also represented, with a preponderance of attendees earning middling incomes.
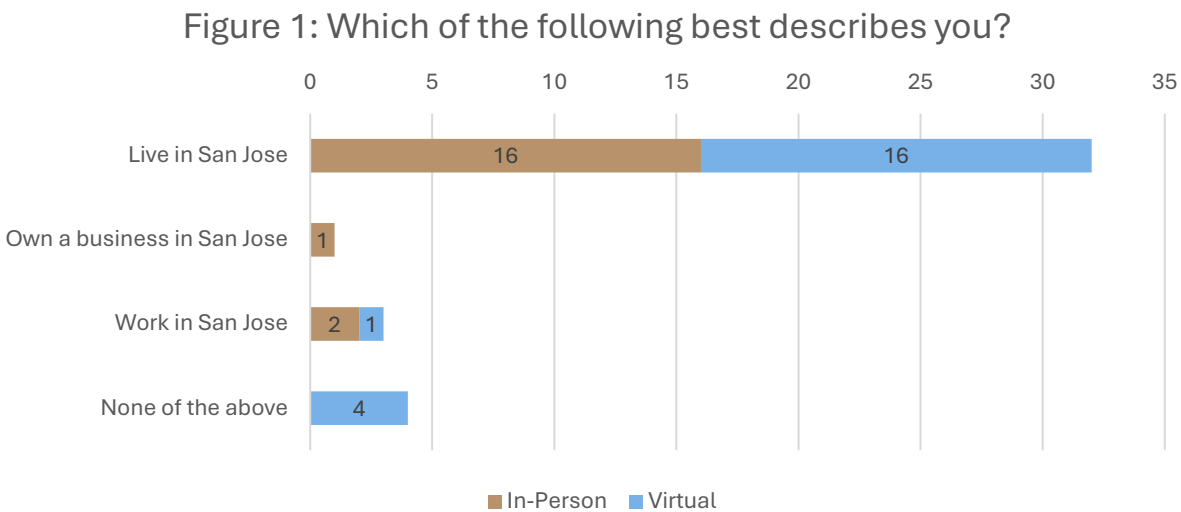
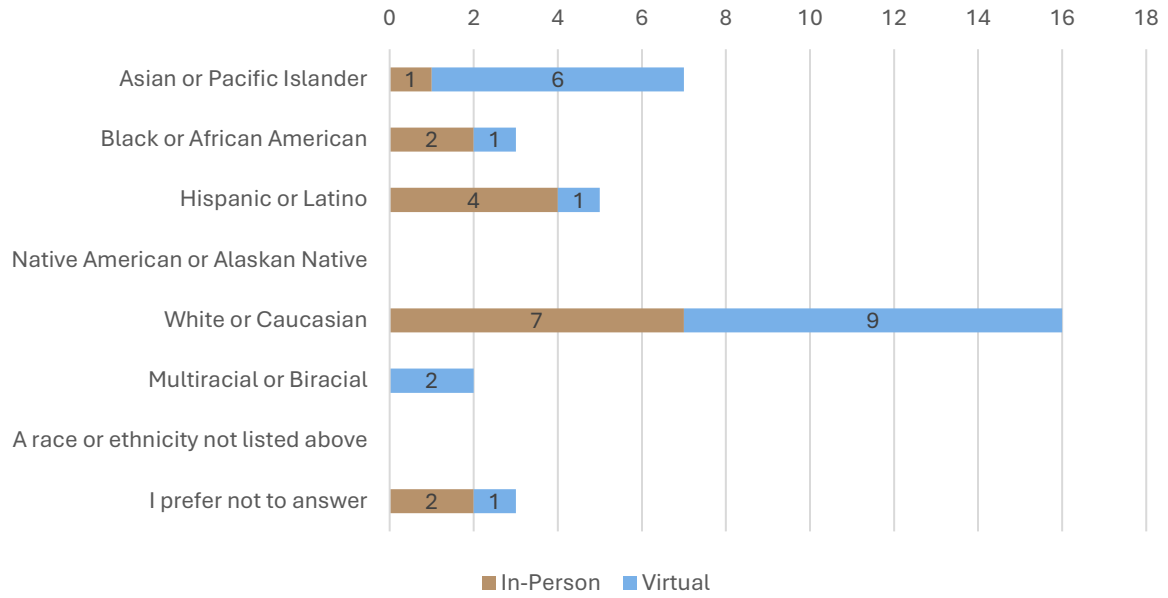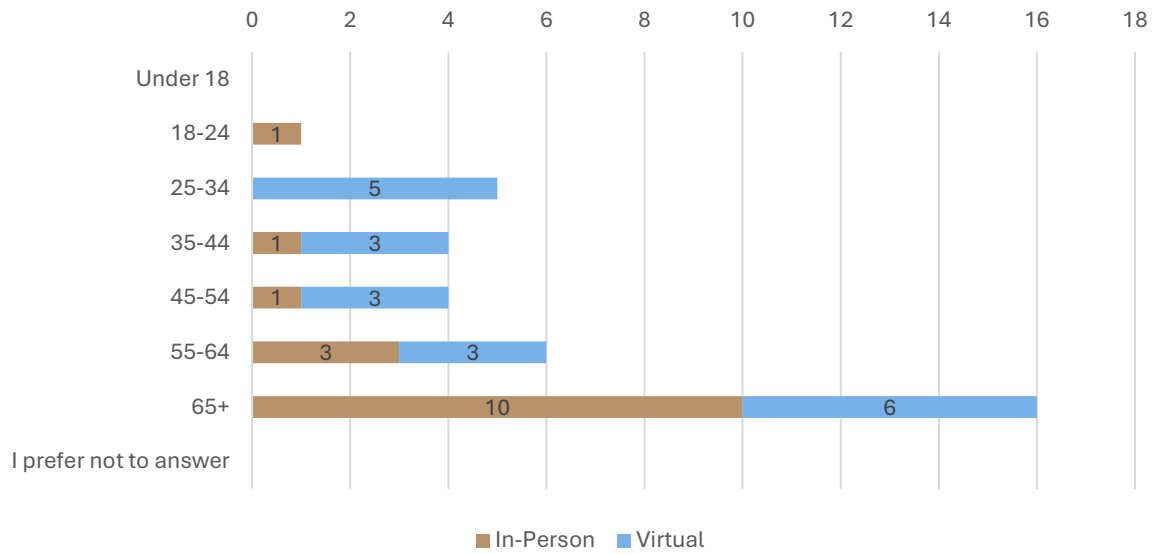### Figure 1: Which of the following best describes you?

Category	In-Person	Virtual
Live in San Jose	16	16
Own a business in San Jose	1	
Work in San Jose	2	1
None of the above		4

■ In-Person ■ Virtual

Figure 2: Which of the following best describes you?

Category	In-Person	Virtual
Asian or Pacific Islander	1	6
Black or African American	2	1
Hispanic or Latino	4	1
Native American or Alaskan Native		
White or Caucasian	7	9
Multiracial or Biracial		2
A race or ethnicity not listed above		
I prefer not to answer	2	1

■ In-Person ■ Virtual

Figure 3: What is your age?

Age	In-Person	Virtual
Under 18		
18-24	1	
25-34		5
35-44	1	3
45-54	1	3
55-64	3	3
65+	10	6
I prefer not to answer		

■ In-Person ■ Virtual

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

Income	In-Person	Virtual
Under 30,000	1	1
30,000-55,000	1	
55,000-90,000	1	2
90,000-135,000	4	4
135,000-180,000	4	5
180,000-220,000	1	
Over 220,000	1	2
I prefer not to answer	3	6

■ In-Person ■ Virtual
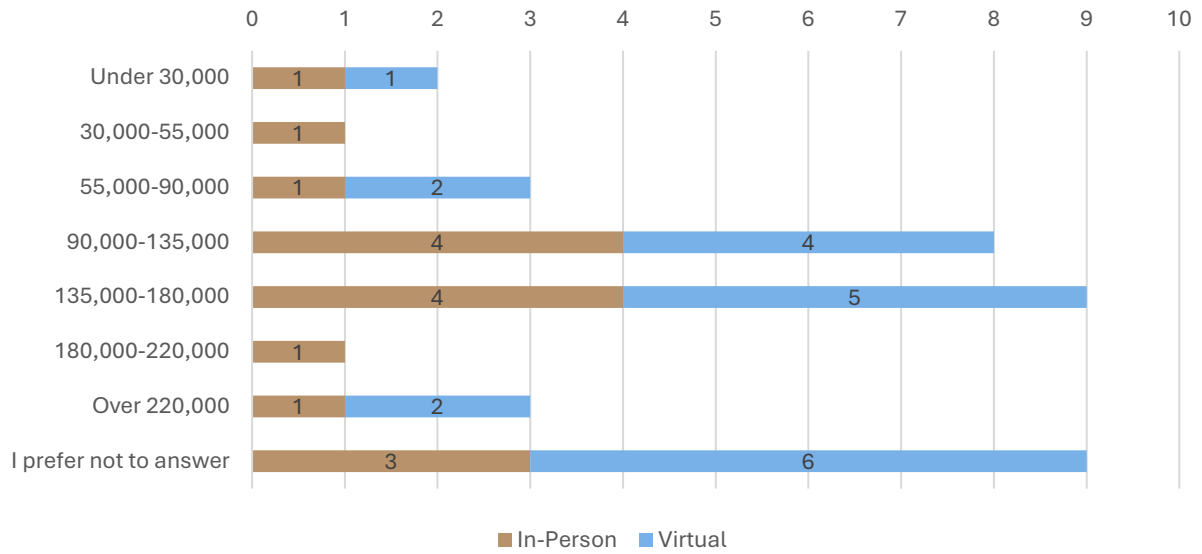
II.   **Workshop Overview**

Purpose

The goals of Community Workshop 3 were to:

- Explain the intent and status of the Pleasant Hills Vision effort to workshop attendees.
- Present key takeaways from Community Workshop 2 and Survey 2 to attendees.
- Present the components of the Draft Guiding Principles Report.
- Provide attendees the opportunity to give feedback on the Draft Guiding Principles.

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, the intent of the Guiding Principles, the components of the Draft Guiding Principles Report, key takeaways from the second round of community workshops and survey, and an overview of the seventeen Draft Guiding Principles. The presentation was followed by a brief Question & Answer session.

Facilitated Discussions

In-Person

Following the whole group presentation, attendees could visit six Open House "stations", which were staffed by at least two facilitators (City of San Jose staff and PlaceWorks team members).

- **Station 0: Reference** provided a general overview of the PHGC site and the relevant planning context, as well as a summary of the engagement conducted thus far that informed the Draft Guiding Principles. Station will have table with printed copies of the GP Report Appendices.
- **Station 1: Residential Guiding Principles** addressed unit types, density, affordable housing, tenure, and site design.
- **Station 2: Nonresidential Guiding Principles** addressed non-residential uses and their traffic impacts.
- **Station 3: Open Space and Amenities Guiding Principles** addressed parks, plazas, open space, community gathering spaces, and native landscaping.

- **Station 4: Transportation and Urban Design Guiding Principles** addressed urban design and transportation considerations, including central plazas, multimodal design, connections to Lake Cunningham, transportation demand management, and centralized location for transportation.
- **Station 5: Sustainability, Green Building, and Community Programs Guiding Principles** addressed community sustainability, landscaping, and community programs.

Poster-sized print outs of the corresponding Guiding Principles Report spreads were displayed at each station. Attendees reacted to the draft guiding principles using color coded stickers associated with the following statements:

- Green: I agree with and support this principle and it is reflective of community input
- Yellow: I don't entirely agree with this principle, but it is reflective of community input
- Red: I don't agree with or have a concern about this principle AND I don't think it is reflective of community input
- Blue: I have some comments are suggestions about this principle

In addition to reacting using stickers, attendees could comment on the Guiding Principles by writing their thoughts on large sticky note posters. Station facilitators also asked questions of participants and recorded feedback on the same large sticky note posters.

As facilitator, David Early recommended that attendees spend about 10 minutes at each station and announced the increments to prompt them to move to another station. However, attendees could move between stations at their own pace and in the order they preferred. They were not required to visit all stations.

Virtual

Following the presentation, attendees reacted to and discussed the individual draft Guiding Principles in as a whole group. Each principle was displayed on a Jamboard slide and a Zoom poll was launched that provided three answer choices, which were identical to those used during the in-person meeting:

- I agree with and support this principle and it is reflective of community input
- I don't entirely agree with this principle, but it is reflective of community input
- I don't agree with or have a concern about this principle AND I don't think it is reflective of community input

As participants responded to the poll, David Early further facilitated discussion and received suggestions about the principle, allowing people to participate by speaking

or writing their comments in the Zoom chat. These insights were recorded directly on the Jamboard and participants were able to see their feedback captured in real time.
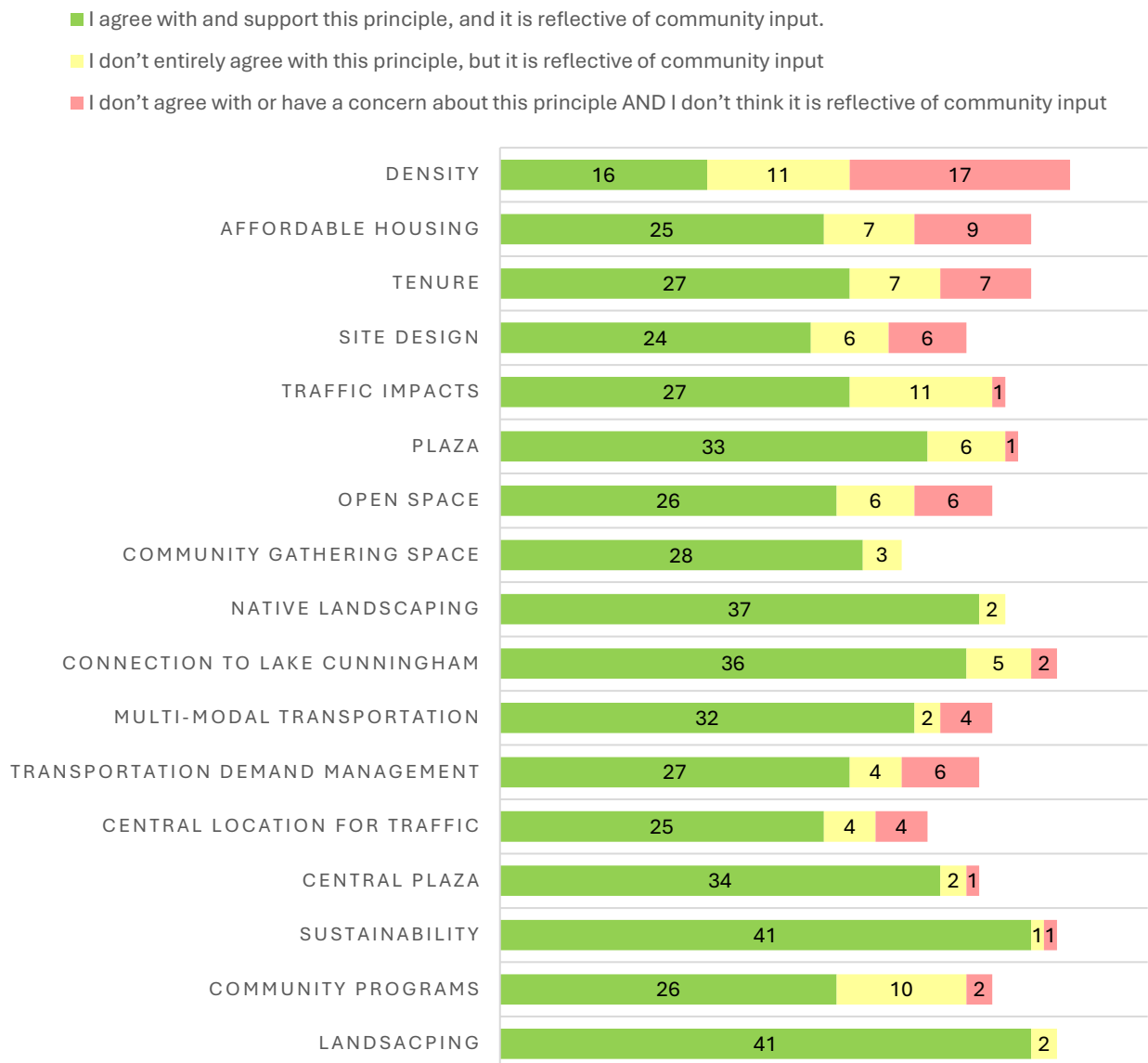
Closing

The meeting concluded with an overview of next steps for the Guiding Principles report, revisions based on feedback from third round of workshops, presentation to and review by the City of San Jose Planning Commission (September 11, 2024), and consideration for approval by City Council (October 8, 2024).

III. Results and Key Insights

This section presents and synthesizes the reactions to and feedback on the seventeen Draft Guiding principles during both the in-person and virtual meetings.

Participants were largely in agreement with the principles and felt they were reflective of community input. Several principles were not as widely supported by or agreed upon and participants' comments provided helpful direction for revisions and improvements. A summary of the reactions to each Draft Guiding Principle is provided below.

■ I agree with and support this principle, and it is reflective of community input.

■ I don't entirely agree with this principle, but it is reflective of community input

■ I don't agree with or have a concern about this principle AND I don't think it is reflective of community input

Principle	Agree	Don't entirely agree	Don't agree/concern
DENSITY	16	11	17
AFFORDABLE HOUSING	25	7	9
TENURE	27	7	7
SITE DESIGN	24	6	6
TRAFFIC IMPACTS	27	11	1
PLAZA	33	6	1
OPEN SPACE	26	6	6
COMMUNITY GATHERING SPACE	28	3	
NATIVE LANDSCAPING	37	2	
CONNECTION TO LAKE CUNNINGHAM	36	5	2
MULTI-MODAL TRANSPORTATION	32	2	4
TRANSPORTATION DEMAND MANAGEMENT	27	4	6
CENTRAL LOCATION FOR TRAFFIC	25	4	4
CENTRAL PLAZA	34	2	1
SUSTAINABILITY	41	1	1
COMMUNITY PROGRAMS	26	10	2
LANDSACPING	41	2	

A summary of comments received on each of the Draft Guiding Principles is presented below.

Residential Principle 1:

DENSITY: Include a mix of density throughout the site.

■ I agree with and support this principle, and it is reflective of community input.

■ I don't entirely agree with this principle, but it is reflective of community input

■ I don't agree with or have a concern about this principle AND I don't think it is reflective of community input

DENSITY	16	11	17
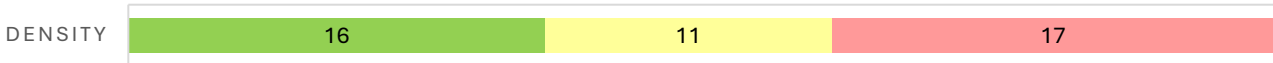
- **Traffic and Infrastructure Concerns:** Many are worried that high-density housing will exacerbate existing traffic issues and strain local infrastructure.
- **Preference for Lower/Mid-Density**: Several community members favor lower to mid-density housing to maintain neighborhood character and reduce potential negative impacts.
- **Support for Mixed Density:** Some advocate for higher densities in order to supply a relative large amount of housing while also allowing for the provision of open space.
- **Recognition of Housing Needs**: Many participants recognized that higher densities may be necessary to meet regional housing demands, particularly for young families, moderate-income individuals, and seniors.
- **Senior Housing and Assisted Living**: Some participants indicated a preference for higher density housing only for seniors and/or as part of assisted living facilities.
- **Height Limit:** Some participants requested a height limit as part of the guiding principles.

Residential Principle 2:

AFFORDABLE HOUSING: Exceed the on-site affordability required by the City's Inclusionary Housing Ordinance.

■ I agree with and support this principle, and it is reflective of community input.

■ I don't entirely agree with this principle, but it is reflective of community input

■ I don't agree with or have a concern about this principle AND I don't think it is reflective of community input

| AFFORDABLE HOUSING	25	7	9
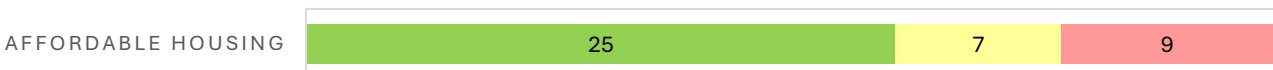
- **Adherence to Inclusionary Housing Ordinance (IHO):** There is some disagreement about whether the IHO should be met or exceeded. While many agreed that it should be exceeded as stated in the Guiding Principle, a smaller number felt strongly that it should only meet the requirement.
- **Natural Affordability.** Some stated that they hoped to see "naturally occurring" affordable housing on the site that would not require subsidies but would still be affordable to moderate income households.

- **Future Tenant Considerations:** Some advocated for special considerations for prospective tenants with certain characteristics such as seniors, service workers, and teachers.

Residential Principle 3:

TENURE: Consider providing a mix of for-sale and rental units for market-rate units. Affordable units must include both for-sale and rental units.

■ I agree with and support this principle, and it is reflective of community input.

■ I don't entirely agree with this principle, but it is reflective of community input

■ I don't agree with or have a concern about this principle AND I don't think it is reflective of community input

TENURE	27	7	7
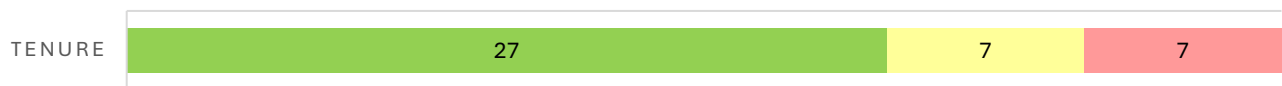
- **Existing Neighborhood Impacts:** Some community members favor for-sale housing only, citing the impacts on the Evergreen neighborhood's existing beauty.
- **Support for Rental Units:** The majority of participants supported the inclusion and expressed the importance of rental units in future development, especially given the high cost and limited availability of housing.

Residential Principle 4:

SITE DESIGN: Locate lower densities (i.e., single-family residences) adjacent to existing single-family residences and multifamily residences toward the center of the site and the corner of Tully Road and South White Road. Locate commercial uses toward the middle of the site and around a plaza.

■ I agree with and support this principle, and it is reflective of community input.

■ I don't entirely agree with this principle, but it is reflective of community input

■ I don't agree with or have a concern about this principle AND I don't think it is reflective of community input

SITE DESIGN	24	6	6
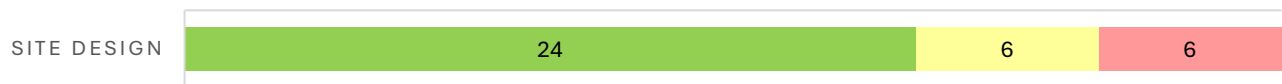
- **Traffic Concerns at Tully and South White Road:** Several community members worried about the traffic impacts that could result from clustering high density development at the corner of Tully and South White roads. They emphasized that they preferred lower to mid-density development.
- **Preference for Disbursed Higher Densities**. Some participants stated that high density development would be acceptable if distributed throughout the site rather than beind clustered.

- **Evergreen Village Square as Precedent: Many c**ommunity members stated that the existing Evergreen Village Square is a good precedent. Some described this Guiding Principle as being reflective of that type of site design.
- **Desire for Bike and Pedestrian Access:** Some participants advocated for walkability and bikeability that allow for access to neighborhood-serving destinations such as shops and grocery stores.

Nonresidential Principle 1:

TRAFFIC IMPACTS: *Nonresidential uses that generate significant traffic should not be considered. Minimize retail uses along Tully and White Road to prevent traffic congestion and maintain community character.*

■ I agree with and support this principle, and it is reflective of community input.

■ I don't entirely agree with this principle, but it is reflective of community input

■ I don't agree with or have a concern about this principle AND I don't think it is reflective of community input

TRAFFIC IMPACTS	27	11	1

- **Siting Preferences:** Some participants expressed that the inclusion of retail on White Road could be feasible, and that Tully Road was more problematic. Others had the opposite opinion. Ocala and Marten avenues were also named as routes with significant existing traffic.
- **Support for Further Analysis and Modeling:** Some advocated for in-depth traffic generation modeling and the consideration of more creative "counter traffic pattern strategies".
- **Potential Building Constraints:** Previous assessment of the water quality basin on White Road was identified by a participant as a potential constraint for future development.

Open Space and Amenities Principle 1:

***PLAZAS:** Organize development around one or more public plazas or other urban open spaces.*

| PLAZA	33	6	1

- **Thoughtful Plaza Design:** Participants advocated for plazas that generate meaningful use, are attractive and appropriately sized, and include interesting features and greening.
- **Prioritization of Open Space:** For some, the incorporation of open space at the edges of the site was a greater priority than the inclusion of a central plaza.
- Open space surrounding outside/edge of site more important priority than plazas, though plazas great if enough space

Open Space and Amenities Principle 2:

***OPEN SPACE:** The development might include open space areas at the site's edges adjacent to existing single-family homes.*
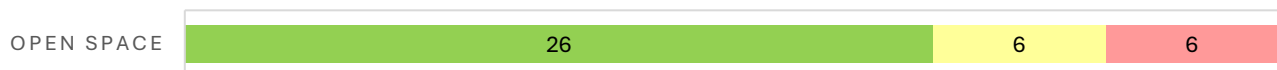
| OPEN SPACE	26	6	6

- **Encampment Concerns:** There was concern about the potential for homeless encampments being set up in open spaces, with some expressing that camping should be prohibited.
- **Questions around Maintenance Responsibility:** Several participants worried that upkeep of existing open spaces is lacking and wanted to be sure that responsible for their maintenance in future development.
- **Alignment with Community Feedback:** There was agreement between many participants that feedback gathered in previous workshops warranted stronger language. They called for greater emphasis and prioritization of open space and the removal of qualifying words such as "might".
- **Design Preferences:** Participants advocated for open spaces throughout the site, not just at the edges adjacent to single-family homes. They also expressed that open space should be designed to generate meaningful use and be appropriately sized.

Open Space and Amenities Principle 3:

COMMUNITY GATHERING SPACES: *Include community gathering spaces.*

■ I agree with and support this principle, and it is reflective of community input.

■ I don't entirely agree with this principle, but it is reflective of community input

COMMUNITY GATHERING SPACE	28	3
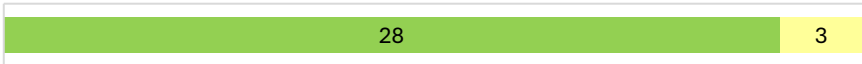
- **Variety in Types of Spaces:** Some community members named the types of spaces they would like to see included, such as dog parks, sports fields, pools, playgrounds, and gardens.
- **Support for Widespread Access:** Participants advocated for community gathering spaces that are accessible for future tenants and existing nearby residents.

Open Space and Amenities Principle 4:

NATIVE LANDSCAPING: *Include native, drought-tolerant landscaping and substantial tree canopy.*

■ I agree with and support this principle, and it is reflective of community input.

■ I don't entirely agree with this principle, but it is reflective of community input

NATIVE LANDSCAPING	37	2
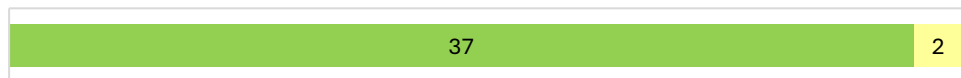
- **Support for Sitewide Inclusion:** Several participants called for the inclusion of native landscaping not only in open spaces but throughout the future development. They also emphasized the importance of shade.
- **Incorporation of Education:** There was interest in providing educational information about native plants, potentially in a formal setting such as a community center.

Transportation and Urban Design Principle 1:

CENTRAL PLAZA: *Provide a plaza toward the center of the site that is accessible to the surrounding neighborhood and new residents of the project.*

■ I agree with and support this principle, and it is reflective of community input.

■ I don't entirely agree with this principle, but it is reflective of community input

■ I don't agree with or have a concern about this principle AND I don't think it is reflective of community input

CENTRAL PLAZA | 34 | 2 | 1

- **Potential Redundancy with Other Guiding Principles:** There was confusion about how this principle differed from the principle referencing plazas in the Open Space & Amenities category.
- **Specific Design Preferences:** A participant expressed that paths around the communities that lead to the plaza should be incorporated in the design.

Transportation and Urban Design Principle 2:

CONNECTIONS TO LAKE CUNNINGHAM: *Provide connections from the project to the entrance of Lake Cunningham Regional Park.*

■ I agree with and support this principle, and it is reflective of community input.

■ I don't entirely agree with this principle, but it is reflective of community input

■ I don't agree with or have a concern about this principle AND I don't think it is reflective of community input

CONNECTION TO LAKE CUNNINGHAM | 36 | 5 | 2
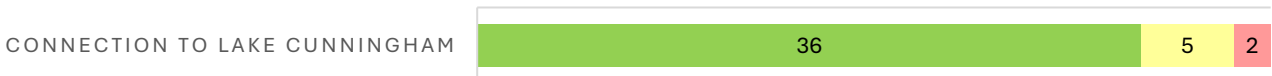
- **Lake Cunningham Maintenance Concerns:** Many community members brought up the need for improvement to current conditions at Lake Cunningham and worried about funding for new and existing parks and infrastructure.
- **Developer Obligation:** Some wondered about the developers' role – whether they can be required to fund improvements and maintenance and how this principle might affect on-site open space requirements at the future development.
- **Broader Trail System:** There was some desire for this principle to more broadly discuss urban trail connections.
- **Specific Design Preferences:** Participants expressed several design preferences, including a pedestrian bridge, street-level crossings, sinking White Road between Tully Road and Marten Avenue, and locating the main entrance to the future development across from the main entrance to Lake Cunningham.

Transportation and Urban Design Principle 3:

CENTRALIZED LOCATION FOR TRANSPORTATION: *Provide transit resources (bike share, car share, public transit stops, shuttles, etc.) in a designated area.*

🟩 I agree with and support this principle, and it is reflective of community input.

🟨 I don't entirely agree with this principle, but it is reflective of community input

🟥 I don't agree with or have a concern about this principle AND I don't think it is reflective of community input

CENTRAL LOCATION FOR TRANSPORTATION	25	4	4
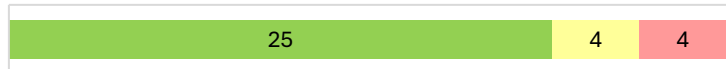
- **Centralization Concerns:** Some worried that centralizing multiple transit resources could create congestion and suggested including multiple, smaller hubs across the site.
- **Relation to Similar Hubs:** There was a question about how this feature would differ from and or interact with the existing Eastridge Transit Center.

Transportation and Urban Design Principle 4:

MULTIMODAL DESIGN: *Provide a multimodal design to improve accessibility and improve traffic flow.*

🟩 I agree with and support this principle, and it is reflective of community input.

🟨 I don't entirely agree with this principle, but it is reflective of community input

🟥 I don't agree with or have a concern about this principle AND I don't think it is reflective of community input
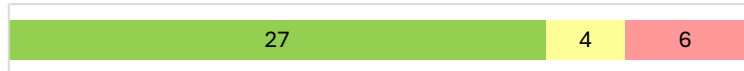
MULTI-MODAL DESIGN	32	2	4

- **No Discussion of Parking:** Several community members flagged that there was no mention of parking in the Guiding Principles, which was a major point of discussion in previous community workshops.
- **Likelihood of Use:** Some expressed doubt about the feasibility and level of use for certain kinds of multimodal transportation, including bike lanes and shuttle programs.
- **Specific Design Preferences:** There was an emphasis on grade separation for multimodal streets and intersections, especially for bicycle.

Transportation and Urban Design Principle 5:

TRANSPORTATION DEMAND MANAGEMENT: *Consider providing the following as part of the project's Transportation Demand Management Plan: bike network improvements, pedestrian network improvements, bike parking facilities, bike share stations, transit subsidies, private shuttle/transit service and vanpool incentives.*

■ I agree with and support this principle, and it is reflective of community input.

■ I don't entirely agree with this principle, but it is reflective of community input

■ I don't agree with or have a concern about this principle AND I don't think it is reflective of community input

| TRANSPORTATION DEMAND MANAGEMENT	27	4	6

- **Feasibility as Traffic Solution:** Some community members were skeptical about whether a Transportation Management Plan would realistically reduce traffic.
- **No Discussion of Parking:** Some flagged that there was no mention of parking in the Guiding Principles, which was a major point of discussion in previous community workshops.
- **Private vs. Public Facilitation:** Several community members wondered about whether city-run programs would support TDM strategies. Others shared concerns about the involvement of private industries with shared transport.

Sustainability, Green Building, & Community Programs Principle 1:

SUSTAINABILITY: Meet City requirements for stormwater management, green building, and climate smart.

■ I agree with and support this principle, and it is reflective of community input.

■ I don't entirely agree with this principle, but it is reflective of community input

■ I don't agree with or have a concern about this principle AND I don't think it is reflective of community input

| SUSTAINABILITY	41	1	1
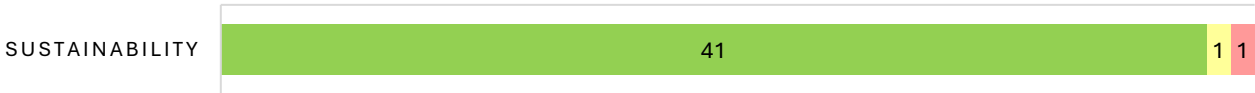
- **Support for Exceeding City Requirements:** Many participants expressed that the Guiding Principle should be more aspirational, and that stormwater management, green building, and climate smart strategies should exceed city requirements.

Sustainability, Green Building, & Community Programs Principle 2:

COMMUNITY PROGRAMS: Consider providing facilities for community programs that support local workforce training and cultural programs.
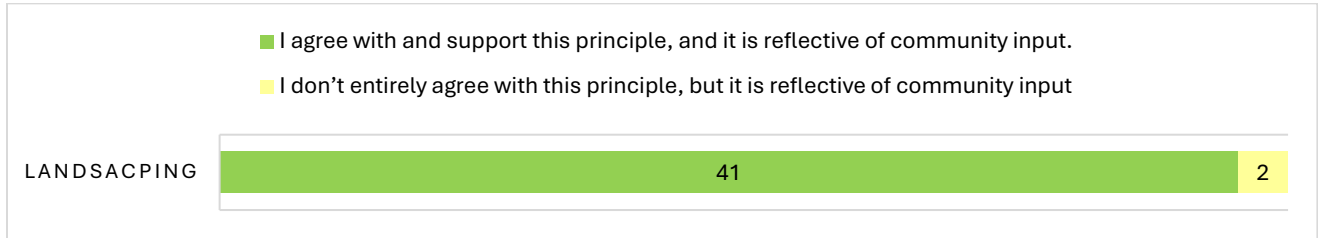
■ I agree with and support this principle, and it is reflective of community input.

■ I don't entirely agree with this principle, but it is reflective of community input

■ I don't agree with or have a concern about this principle AND I don't think it is reflective of community input

COMMUNITY PROGRAMS	26	10	2
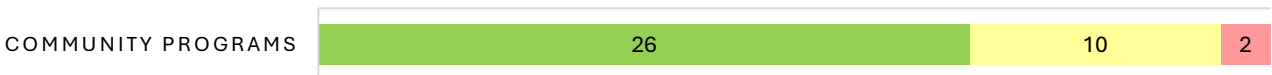
- **Support for Cooperation with Existing Institutions:** Some participants advocated for future cooperation with well-frequented and well-established entities such as the East Valley YMCA and area schools.
- **Specific Program Preferences:** Participants indicated some programs they felt should be prioritized, including community gardens, community centers, and youth athletic facilities.

Sustainability, Green Building, & Community Programs Principle 3:

LANDSCAPING: *Provide drought tolerant and native landscaping throughout the project site.*

■ I agree with and support this principle, and it is reflective of community input.

■ I don't entirely agree with this principle, but it is reflective of community input

| LANDSACPING | 41 | 2 |

- **Incorporation of Education:** There was interest in providing educational information about native plants.
- **Support for Landscaping Functionality:** Several participants advocated for the use of planting for climate resilience and heat mitigation purposes.
- **Specific Landscaping Preferences:** Participants identified some specific landscaping elements they want to see included in future development, such as community gardens, natural grass planting and oak trees.