

Pleasant Hills Vision Community Workshop 3

August 8, 2024 (In-Person)

August 12, 2024 (Virtual)



Latina Coalition
Silicon Valley



**VIETNAMESE
AMERICAN
ROUNDTABLE**



PLACEWORKS

FEHR & PEERS

Thank you for coming!

AGENDA

1. Welcome
2. Presentation
 - Report Overview
 - Draft Guiding Principles
3. Q&A
4. Open House
5. Closing

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

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 an application for a General Plan Amendment but **hasn't yet submitted a specific development proposal.**



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...

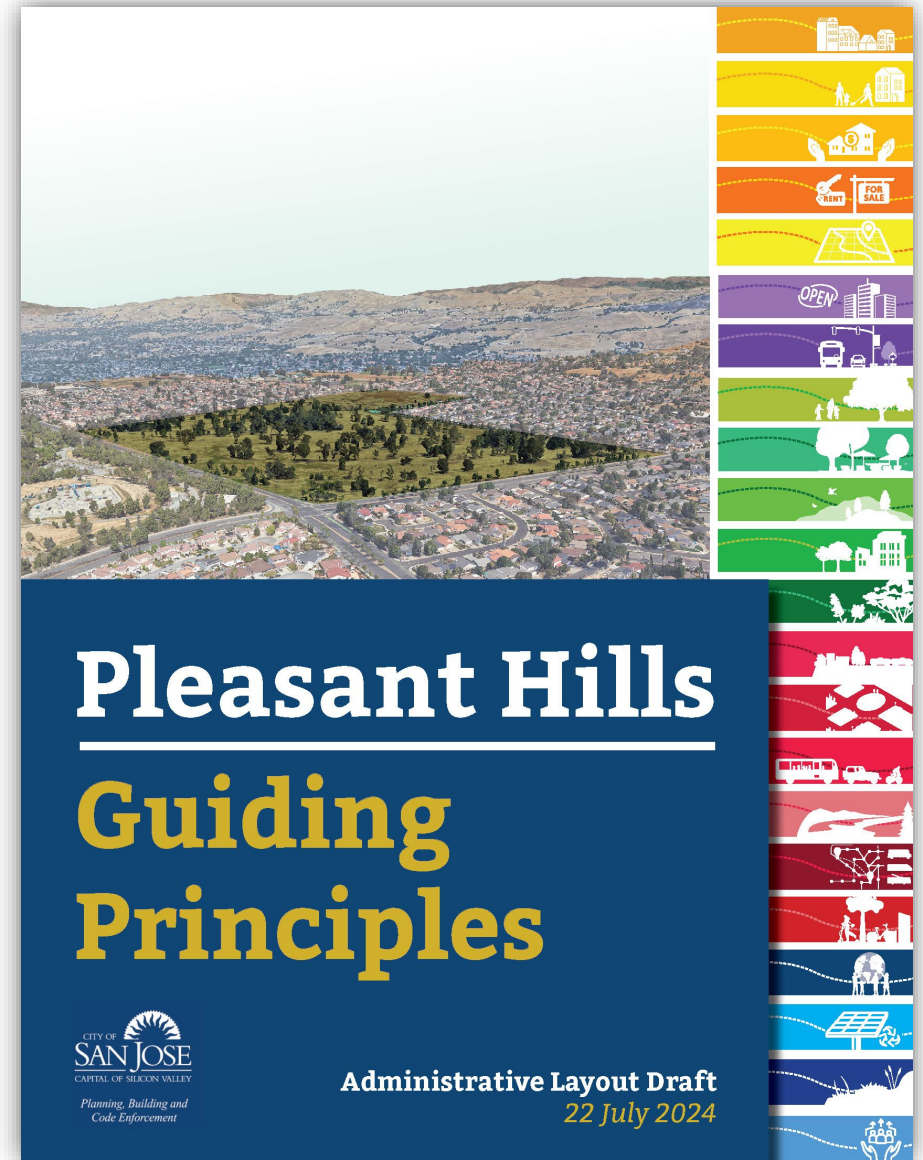
- **Control** the exact design for future development.
- **Determine** commercial or residential tenants.
- **Result** in any final permits (development will still undergo a complete development review process).

Guiding Principles Report

A scenic view of a golf course. 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 lush green golf course with a small, calm pond. A dense line of trees, some with autumn-colored foliage, borders the course. The background shows rolling hills under a clear blue sky with a few wispy white clouds.

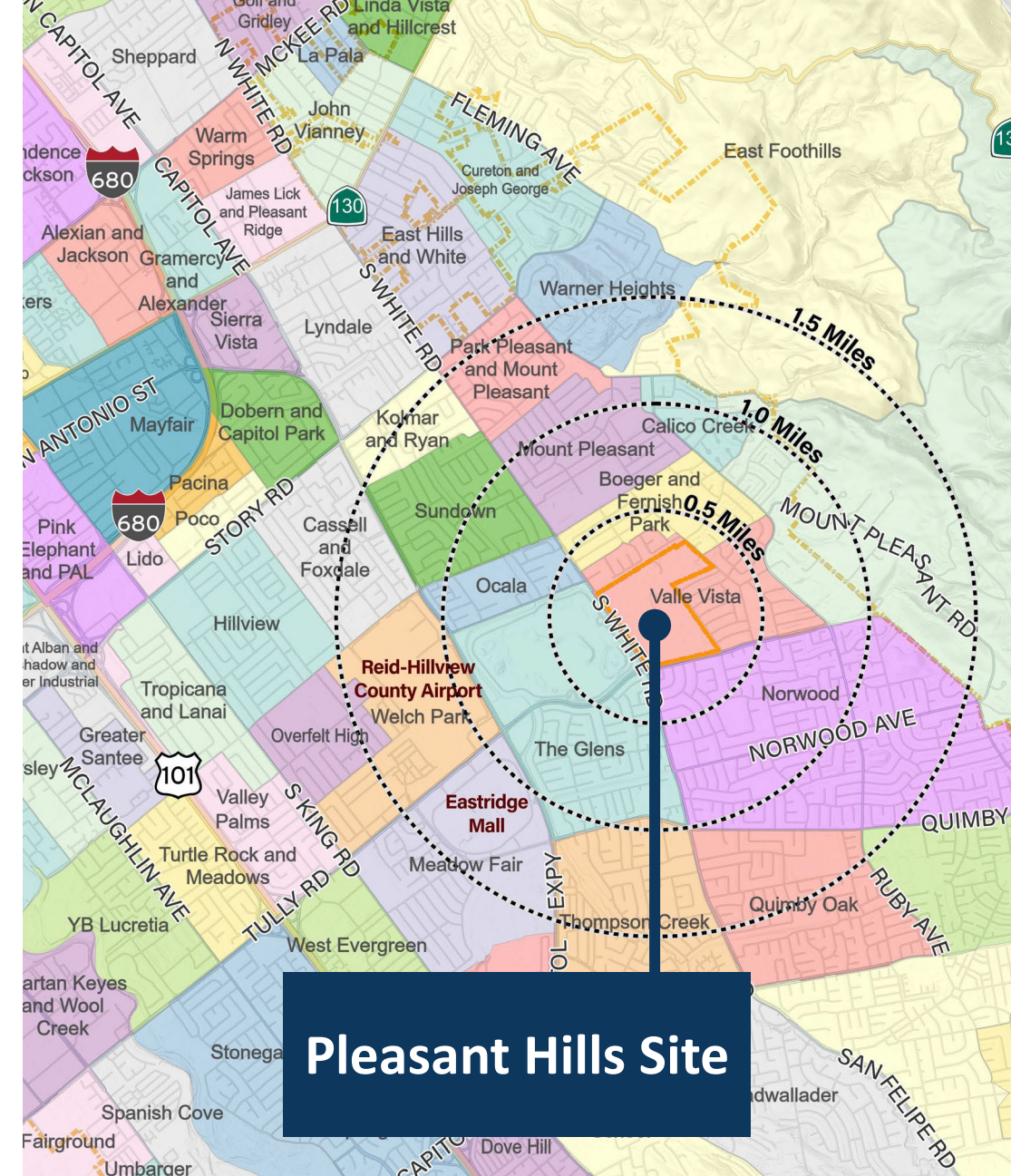
Report Content

- **Planning Context**
- **Policy Context**
- **Engagement Process**
- **Guiding Principles**
 - Residential
 - Nonresidential
 - Open Space & Amenities
 - Transportation & Urban Design
 - Sustainability, Green Building, & Community Programs



Planning Context

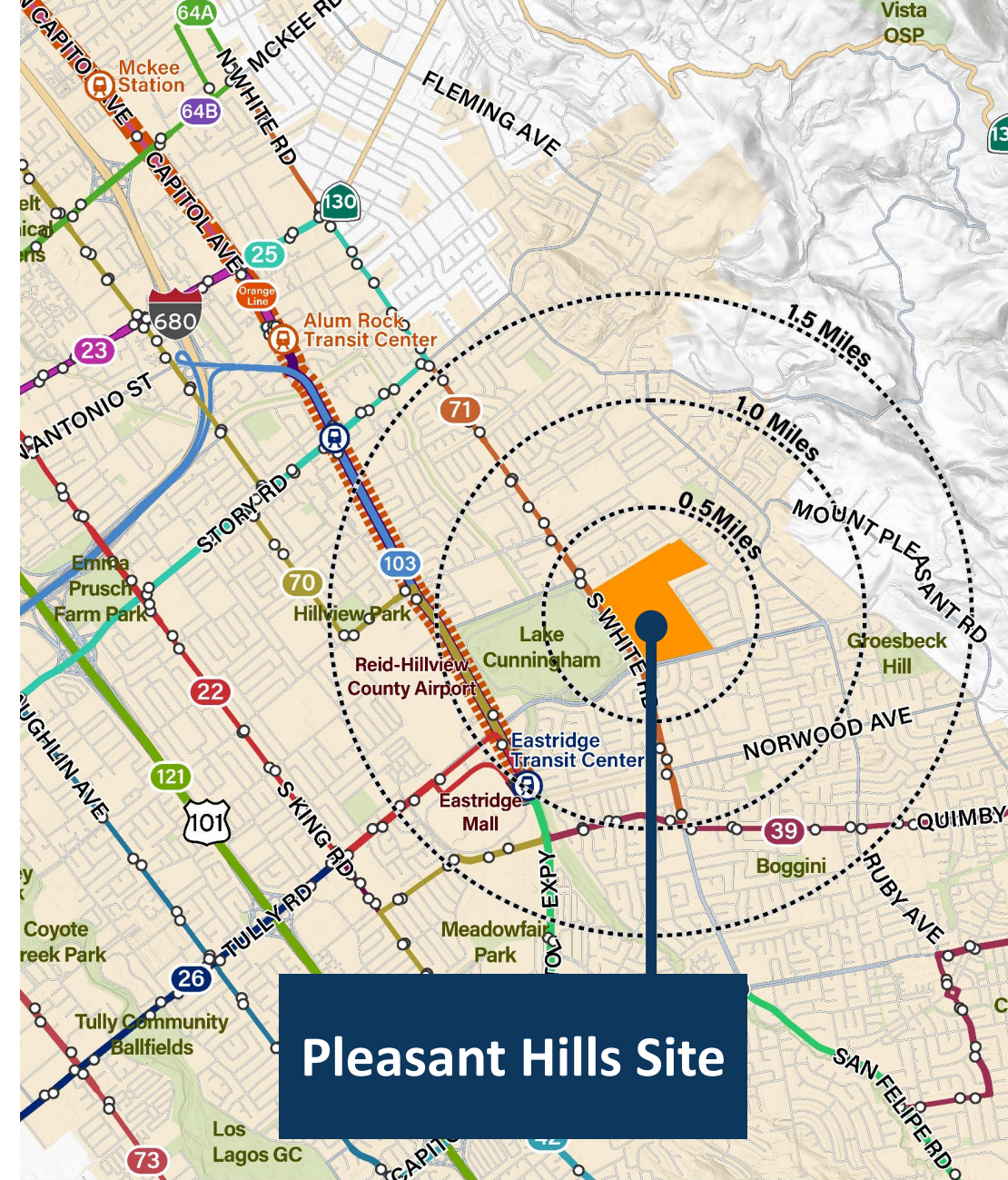
- Built in 1960, **PHGC closed in 2004**
- Nearby amenities include **schools, parks, public safety institutions**
- Future land use changes and **redevelopment are possible at airport and Eastridge Mall**
- Area is diverse in **income and languages** spoken at home



Pleasant Hills Site

Planning Context

- PHGC is served by **Route 71 (bus)**
- More transit to come with **Orange Line extension on E. Capitol Expressway**
- New and existing bikeway upgrades (**protected lanes, high-visibility crosswalks, etc.**) are proposed
- Major roadways, intersections experience **congestion at peak times**



Policy Context

- PHGC is an unincorporated island under Santa Clara County jurisdiction and in the City's sphere of influence and Urban Service Area
- For the City of San José to approve a development application, it **must annex the site**
- Evergreen-East Hills Development Policy **previously limited residential growth** due to traffic

2013

SB 743

2018

City Council Policy 5-1

2022

Changes to VMT Policy

Shifts in state and local policy now allow for development at PHGC.

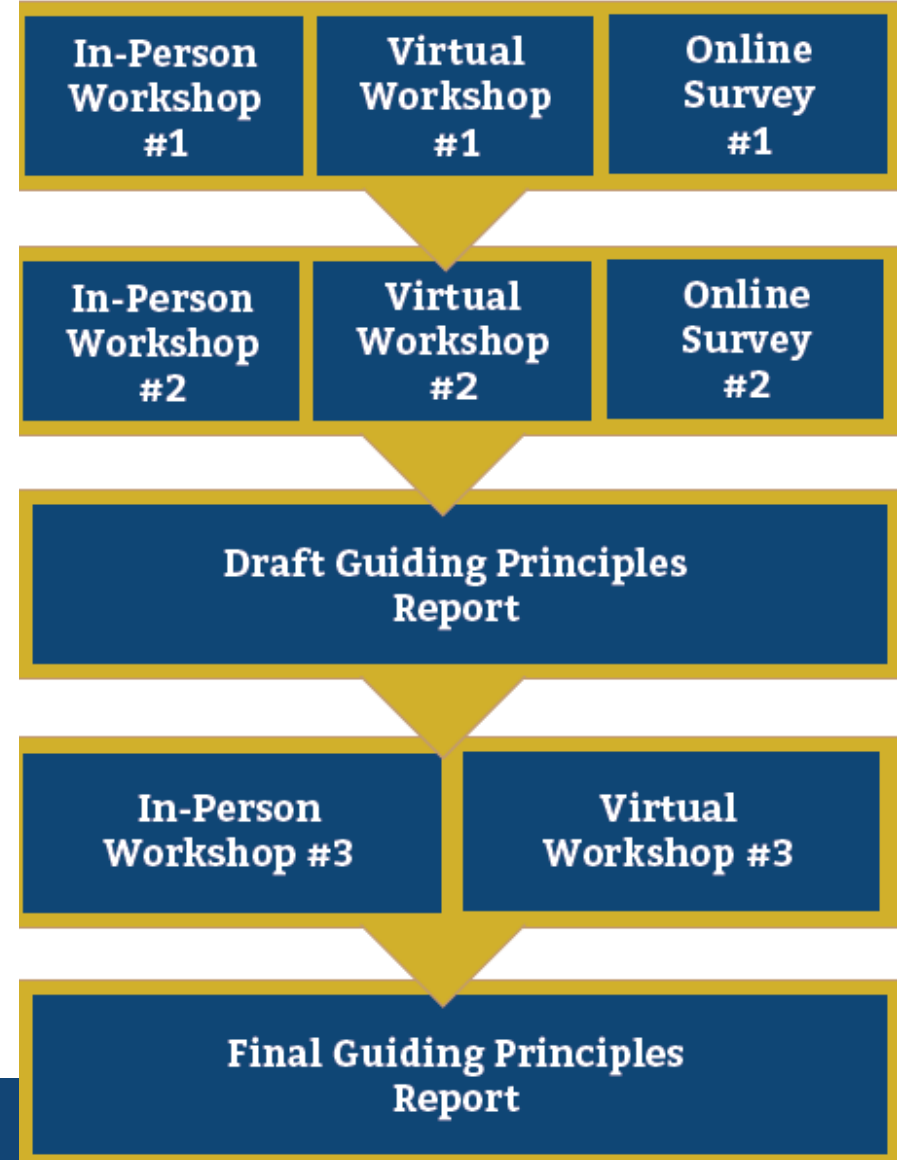
Policy Context – Project Review Process

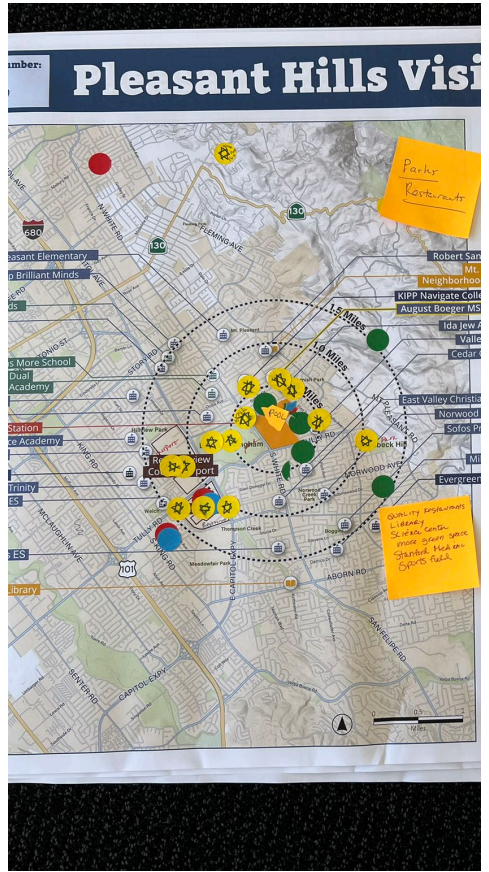


- **GP Amendment application submitted in 2022**
 - *Private Rec. and Open Space → Mixed Use Neighborhood and Commercial*
- Guiding Principles will be considered with **other City goals and needs** as outlined in memo
- **Planning Commission and City Council** makes final determinations regarding development

Engagement Process Overview

- **Workshops** aimed to collect **comprehensive input on future development** of PHGC.
- **Surveys** gathered broader input and provided **participation opportunities for those unable to attend workshops.**

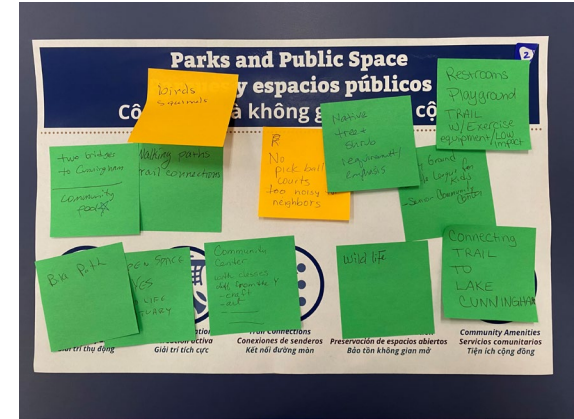




Pleasant Hills Vision | Community Workshop 3 | August 8 & 12, 2024

Workshops and Survey Round 1

- **Mapping Community Assets**
 - Identification of assets, destinations, and services
 - Discussion of what assets are missing
- **Discussing Development Considerations**
 - Participants share priorities, concerns regarding development
 - *Housing, Economic Development, Parks and Public Space, Transportation, Sustainability*



Workshops and Survey Round 2

- **Site Priorities Card “Game”**
 - Participants prioritized features, programs, and amenities they wanted to see included or excluded from future development
 - *Housing Type, Nonresidential Land Use, Open Space and Amenities, Community Programs, Sustainability, Urban Design and Transportation*



Outreach Overview



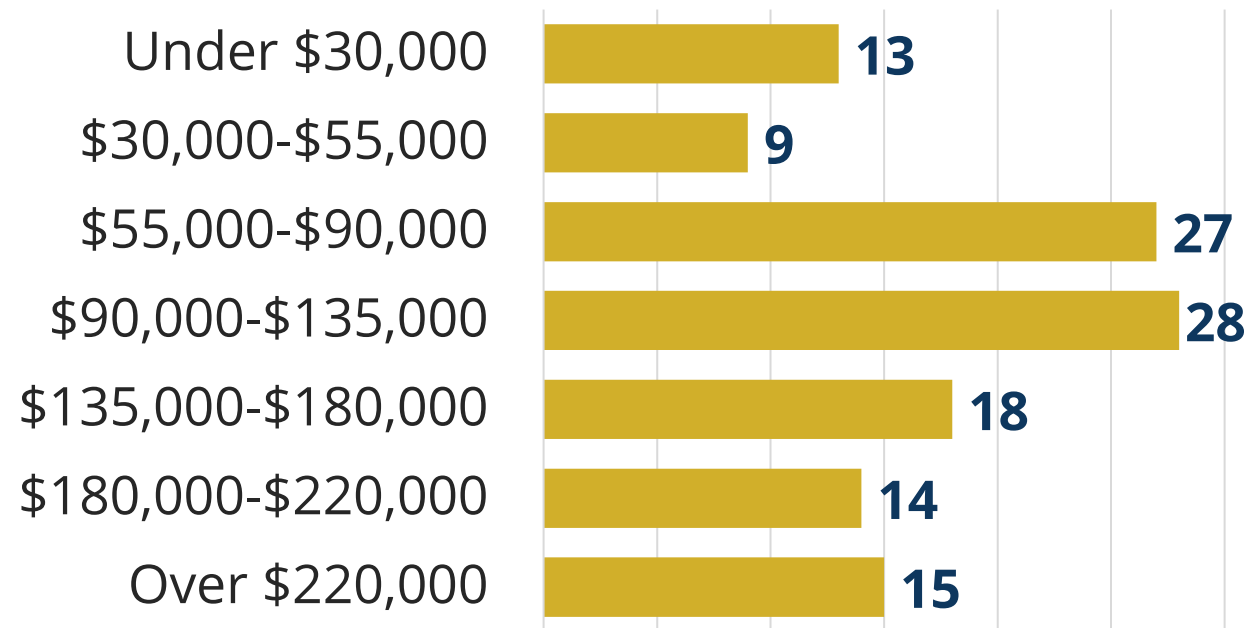
- Outreach methods and channels included:
 - City-**mailed notices** to nearby owners and tenants
 - Digital posts on **City website and social media**
 - Multilingual **banner**
 - **Promotion by Council offices** (District 5 and 8)
 - Flyer distribution and social media **promotion by community-based organizations**



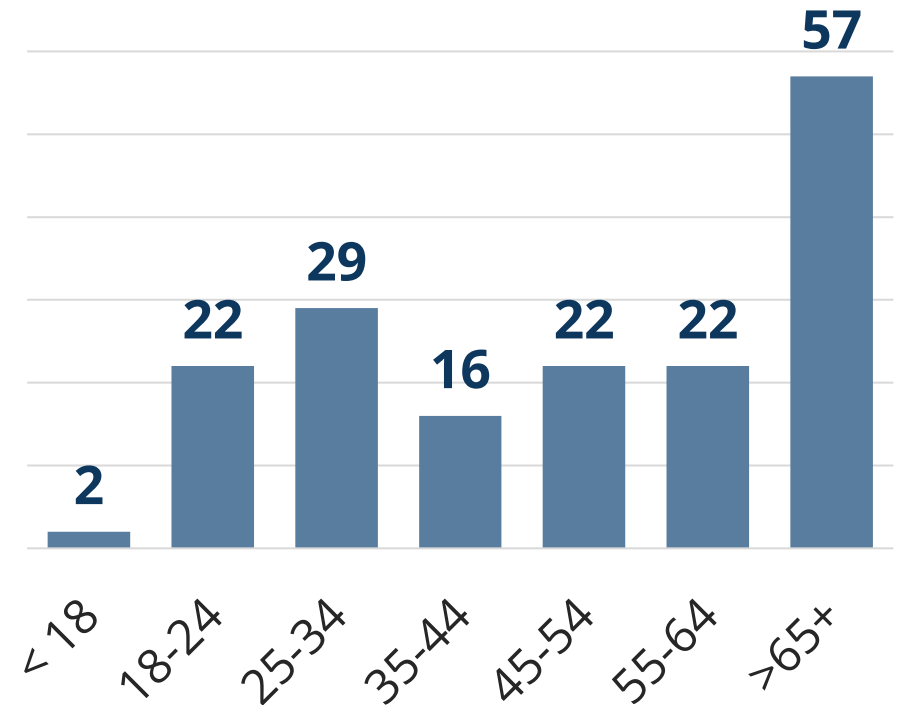
Workshop* Participant Snapshot

43% White/Caucasian **26%** Hispanic/Latino **18%** Asian/Pacific Islander

Income



Age



Draft Guiding Principles

A scenic view of a golf course under a clear blue sky with a few wispy clouds. The foreground features a paved path with white lane markings and a chain-link fence. Beyond the fence is a lush green golf course with scattered trees, some with autumn-colored leaves. In the distance, rolling hills are visible under the bright sky.

Guiding Principles - Categories

Residential



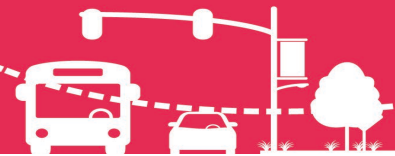
Nonresidential



Open Space & Amenities



Transportation & Urban Design



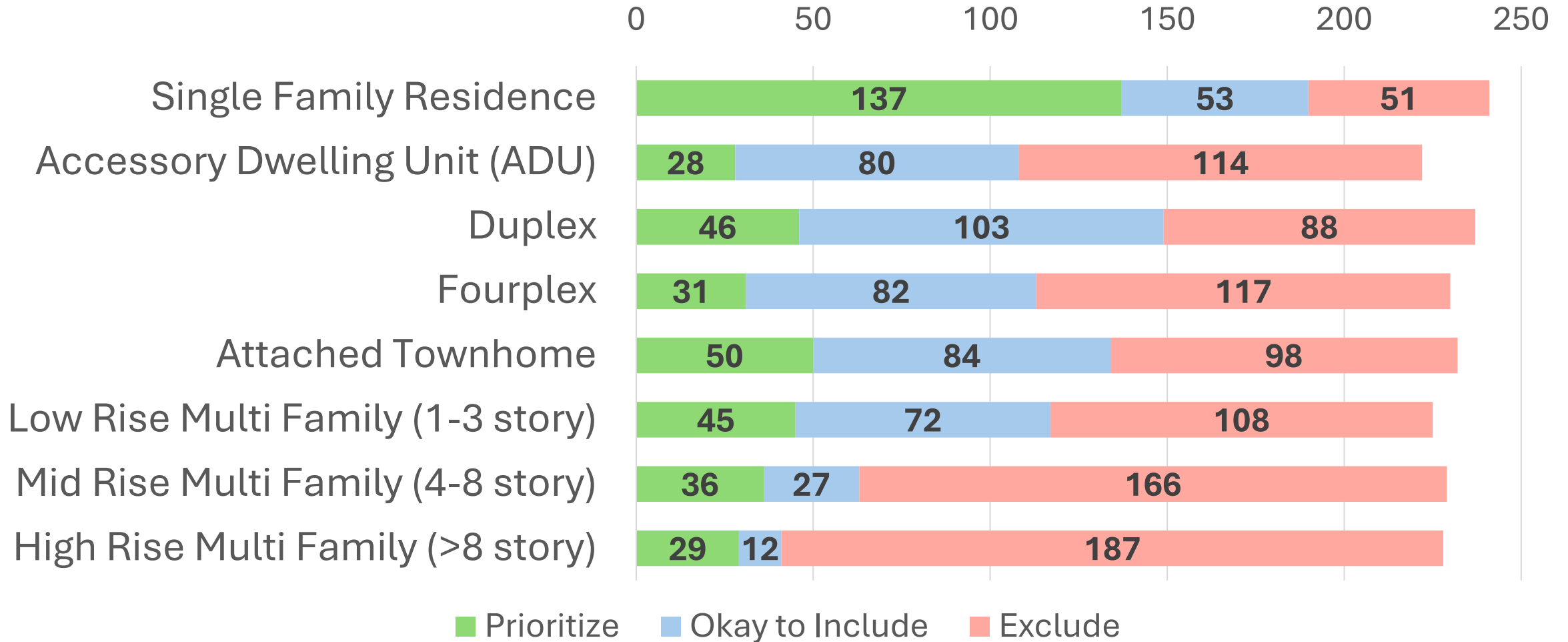
Sustainability, Green Building,
& Community Programs



Residential



What we heard:



Residential



Density

Include a mix of density throughout the site.



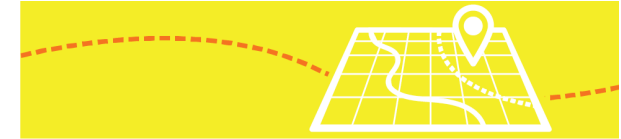
Affordable Housing

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



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.



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.

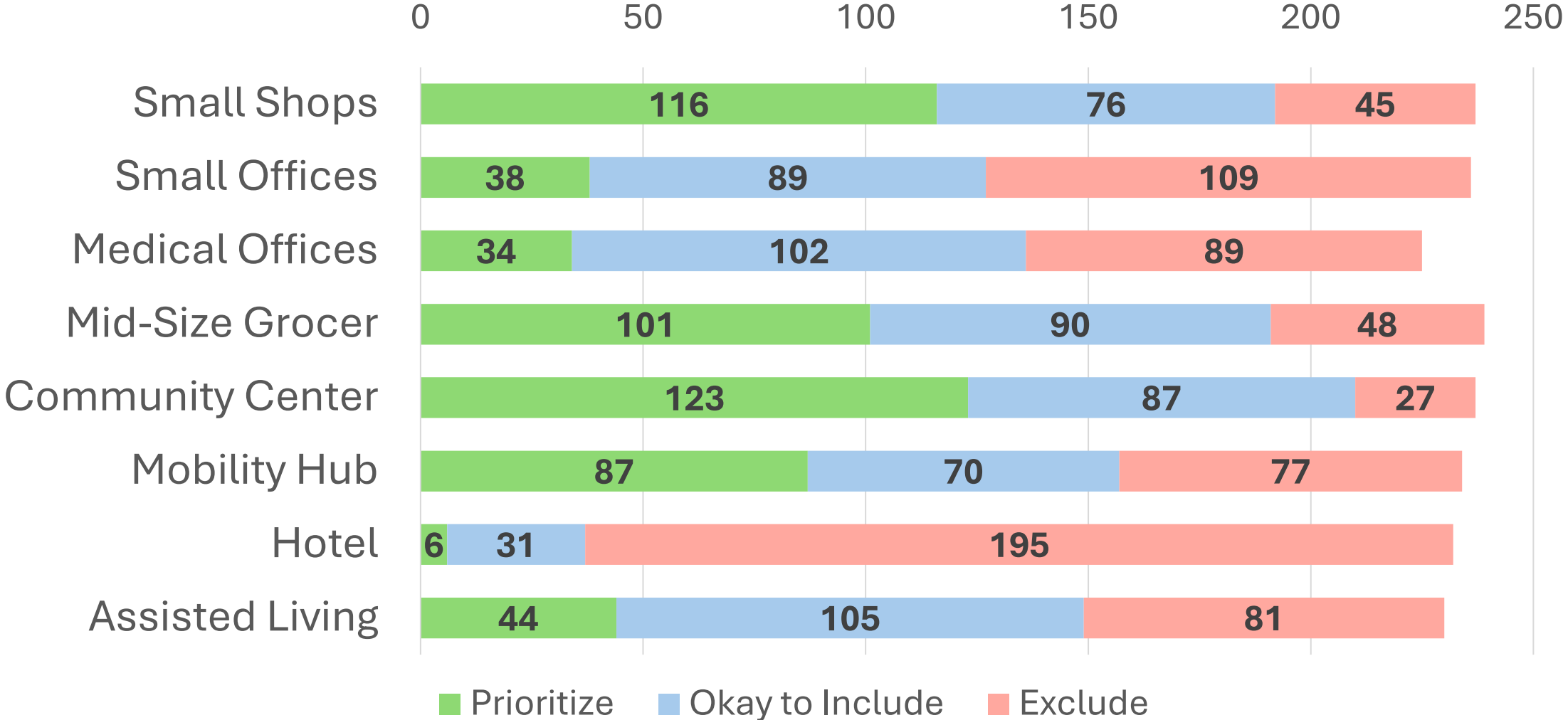
Locate commercial uses toward the middle of the site and around a plaza.

Nonresidential

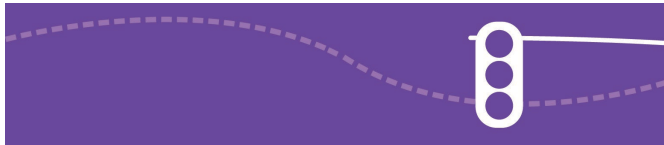
OPEN



What we heard:



Nonresidential



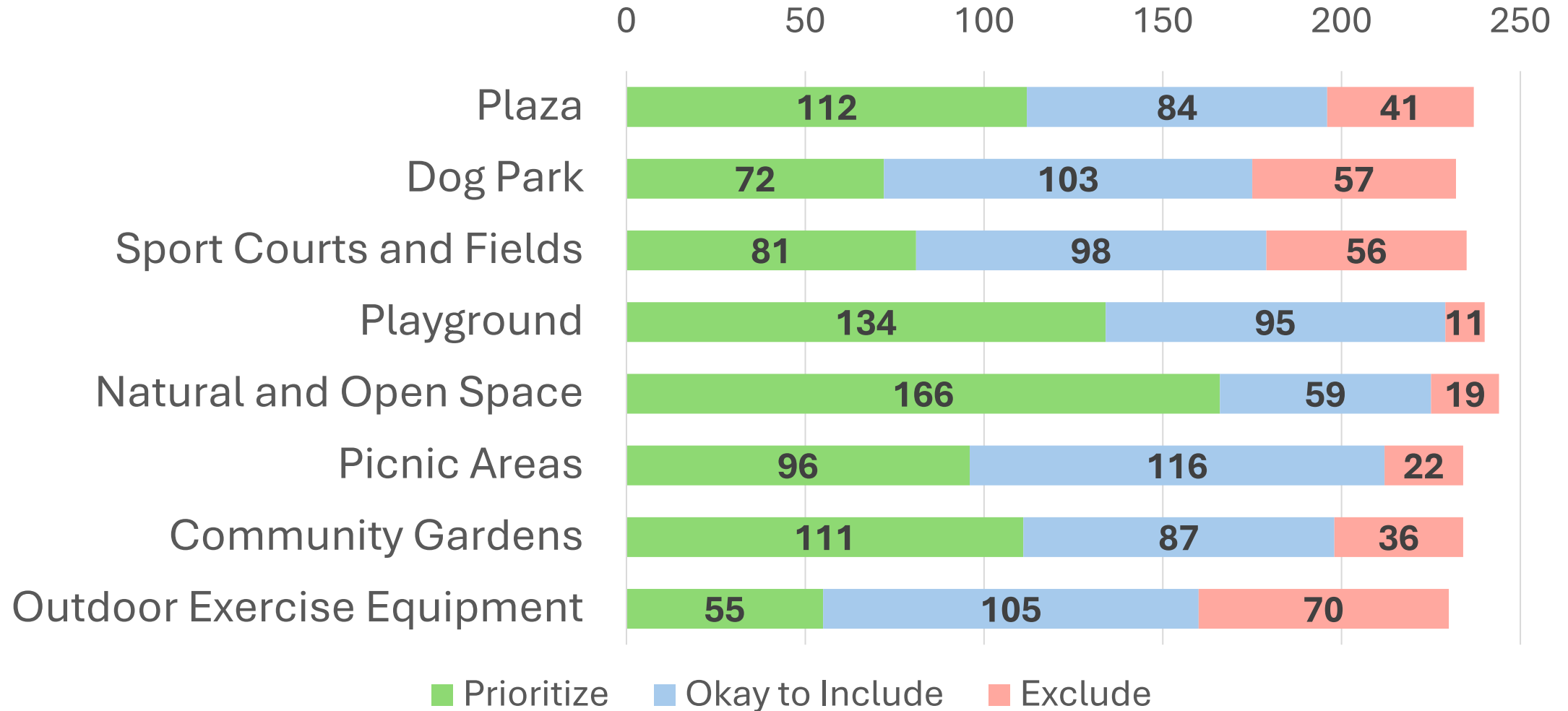
Traffic Impacts

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.

Open Space & Amenities



What we heard:



Open Space & Amenities



Plazas

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



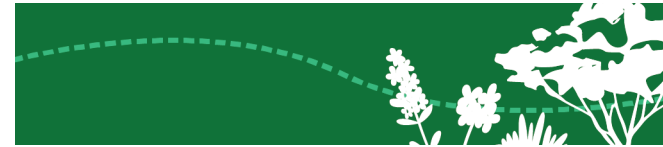
Open Space

The development might include open space areas at the site's edges adjacent to existing single-family homes.



Community Gathering Spaces

Include community gathering spaces.



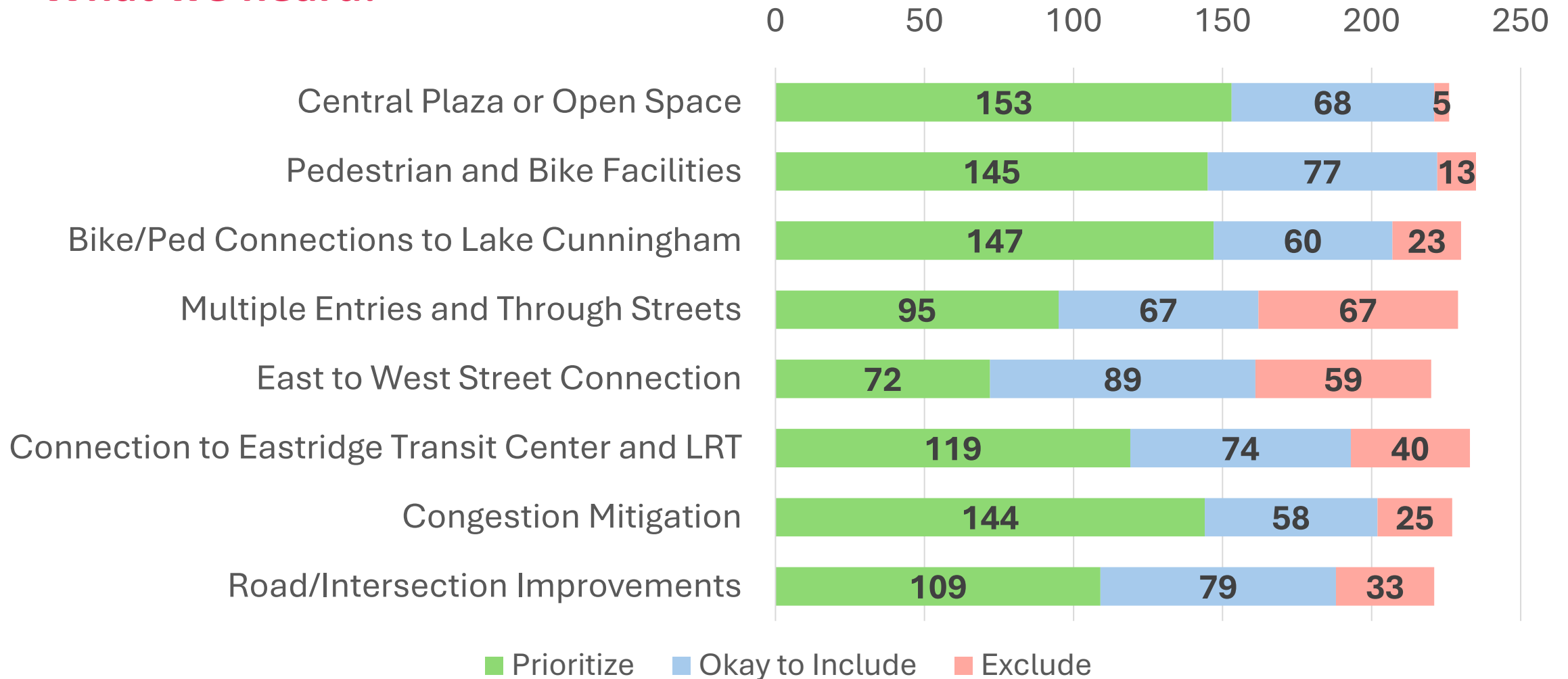
Native Landscaping

Include native, drought-tolerant landscaping and substantial tree canopy.

Transportation & Urban Design



What we heard:



Transportation & Urban Design



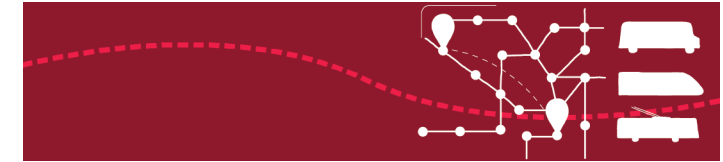
Central Plaza

Provide a multimodal design to improve accessibility and improve traffic flow.



Centralized Location for Transportation

Provide transit resources (bike share, car share, public transit stops, shuttles, etc.) in a designated area.



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.



Connections to Lake Cunningham

Provide connections from the project to the entrance of Lake Cunningham Regional Park.



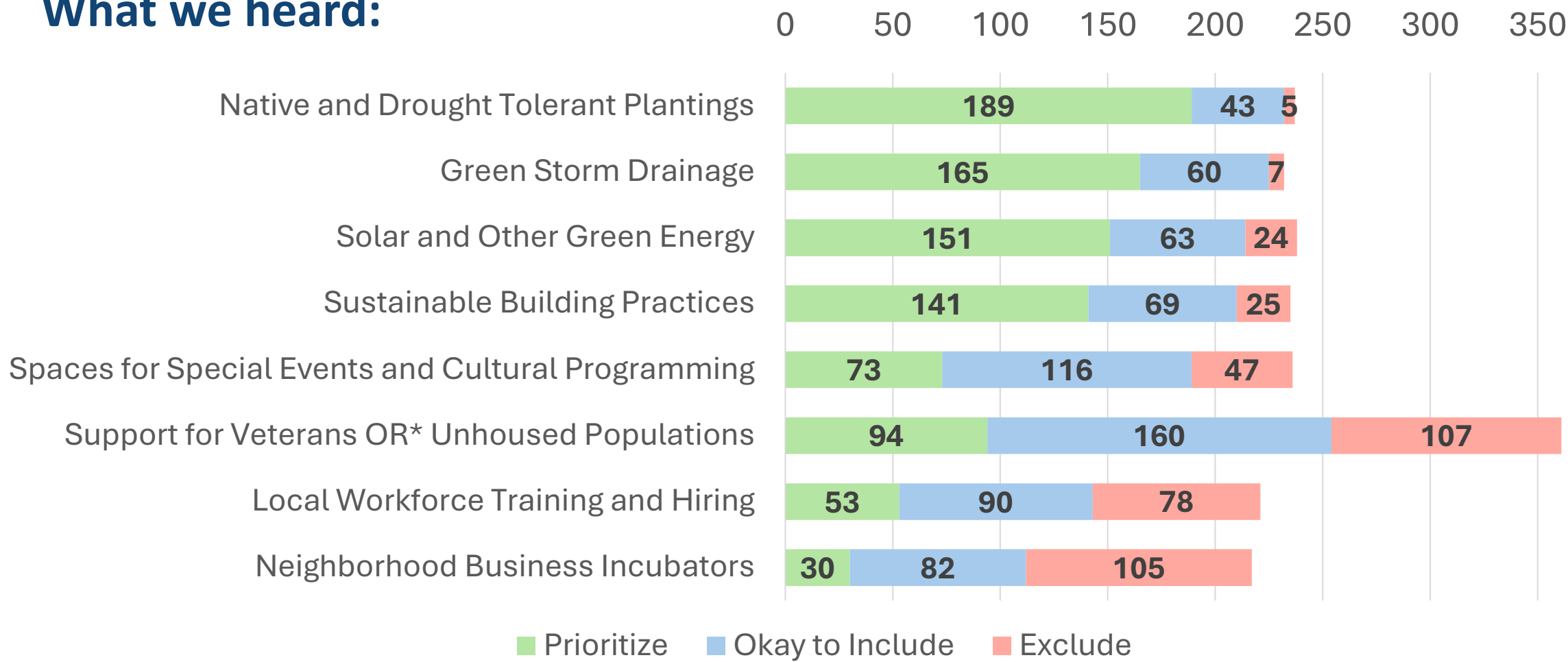
Multimodal Design

Provide a multimodal design to improve accessibility and improve traffic flow.

Sustainability, Green Building, & Community Programs



What we heard:



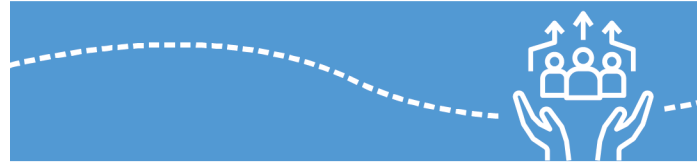
**During the in-person workshop, veteran and homeless services were combined as a single item. For the virtual workshop and survey these two items were presented separately. This chart represents combined responses for support for veterans AND/OR unhoused populations.*

Sustainability, Green Building, & Community Programs



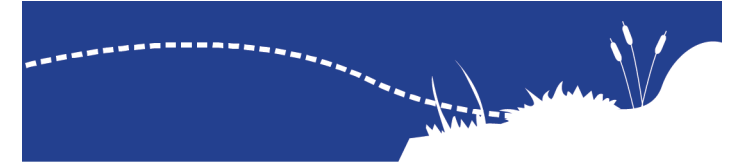
Sustainability

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



Community Programs

Consider providing facilities for community programs that support local workforce training and cultural programs.



Landscaping

Provide drought tolerant and native landscaping throughout the project site.

Next Up: Q&A and Open House

Give us your feedback on the Guiding Principles!

1. Project Overview

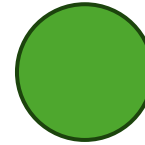
2. Residential Uses

3. Nonresidential Uses

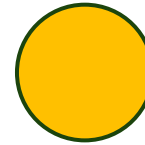
4. Open Space and Amenities

5. Transportation

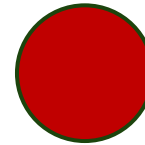
**6. Sustainability, Green Building,
and Community Programs**



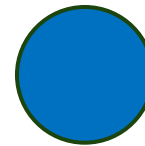
I agree with and support this principle,
and it is reflective of community input



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



I have some comments or suggestions
about this principle

Questions and Answers

A scenic view of a golf course under a clear blue sky with a few wispy clouds. The foreground features a paved path with white lane markings and a chain-link fence. Beyond the fence is a lush green golf course with scattered trees, some with autumn-colored foliage. A small pond or water feature is visible in the middle ground. The overall atmosphere is bright and open.

Open House

