Coyote Valley Corridor Study

Public Meeting #2 Synopsis, Thursday, May 2, 2024

Coyote Valley Corridor Study

Public Meeting #2 Synopsis

The City of San José along with our consultant team, PlaceWorks, hosted an in-person meeting with members of the public to collect feedback on potential land uses for the Coyote Valley Corridor Study (CVCS). The event was designed to:

- Re-introduce residents to the study area and project background, purpose, and goals.
- Update participants on project progress, including past and future outreach events and the overall project timeline.
- Allow participants an opportunity to review 19 potentially permissible land uses identified through stakeholder and community outreach.
- Inform future stages of the study to create design and development standards for uses in the study area.
- Help gauge public opinion and complement previous outreach with stakeholders, who also evaluated the potential land uses under consideration.

The meeting featured several stations set up with posterboards which featured detailed descriptions of the potential land uses along with space for participants to provide comments. Feedback from the meeting will be used to assist in the refinement of a list of potential land uses.

Meeting date: Thursday, May 2, 2024, 5:30 PM to 7:30 PM.
Meeting location: Southside Community Center, 5585 Cottle Road, San Jose CA, 95123

MEETING ATTENDANCE

The following community members participated in the meeting:

1. Chris Marchese, Property Owner Marchese Farms
2. Roger Costa, Resident
3. Sean Hu, Coyote Creek Golf Course
4. Shani Kleinhaus, Santa Clara County Audubon Society
5. Gerry DeYoung, Property Owner Representative
6. Norm Matteoni, Lawyer for Property Owner(s)
7. Victor LoBue, Jr., Property Owner
8. Victor LoBue, Sr., Property Owner
9. Will Saso, Property Owner
10. Ken Saso, Property Owner
11. Sachi Shirama, Resident
12. Marian Vernon, POST
13. Lena Eyen, Santa Clara Valley Open Space Authority
14. Emily Becker, Resident
15. Kevin Thai, Valley Water
16. Sergio Jimenez, City of San José City Council
17. Lucas Ramirez, City of San José, Policy & Legislative Analyst, District 2
18. Nick Perry, Santa Clara Valley Open Space Authority
19. Laura Mulias, Resident
20. Pamela Campos, Resident

Meeting Structure

Our second public meeting was a participatory open house, including a short introductory presentation by the project team, followed by an activity to grade potential land uses at a series of stations, each staffed by a project team member:

- Station 1, Meeting Welcome. Participants signed-in to the meeting and were given:
    - 1) A handout with project information and instructions, and a QR code to the project website (see Appendix A). The instructional handout given to each participant at Station 1 included the following scale to guide participants through the grading process:

        A: I support this use under most conditions.
        B: I support this use, although certain development restrictions should apply.
        C: I could go either way on this use, depending on site, development and other conditions.
        D: I oppose this use except under specific site and development conditions.
        F: I oppose this use under all conditions.
    - 2) A package consisting of pre-counted "dot" stickers, post-it notes, and pens with which to "grade" potential land uses on poster boards at stations 3-5.
- Station 2, Project Background. This station included a poster board with a map of the study area, objectives of the CVCS, summary of current land uses, goals of the current meeting, and a graphic project timeline. A facilitator at the station was available to answer project questions.
- Stations 3-5, Land Use Grading. These three stations were set up to allow participants to offer input on three categories of potential new land uses:
    1. Businesses and Services
    2. Infrastructure and Storage
    3. Regional Destinations

These stations consisted of 48" x 36" poster boards (see Appendix A) displaying potential land uses. Economic, policy, community character, and stakeholder considerations regarding each land use were presented as a graphic table. Each use was paired with a blank space where participants could place dot stickers labeled with a letter grade and use post-it notes to add comments.

Response from Community

LAND USE CATEGORY: BUSINESSES AND SERVICES

The average GPA of all business and services was 2.2, with the lowest "grades" given to cannabis cultivation, small scale retail and agricultural suppliers/distributors. These were balanced by higher scores for restaurant and eco-resort uses. All grades for this category are tallied in Table 1, and GPAs for each land use in this category are graphed in Figure 1.

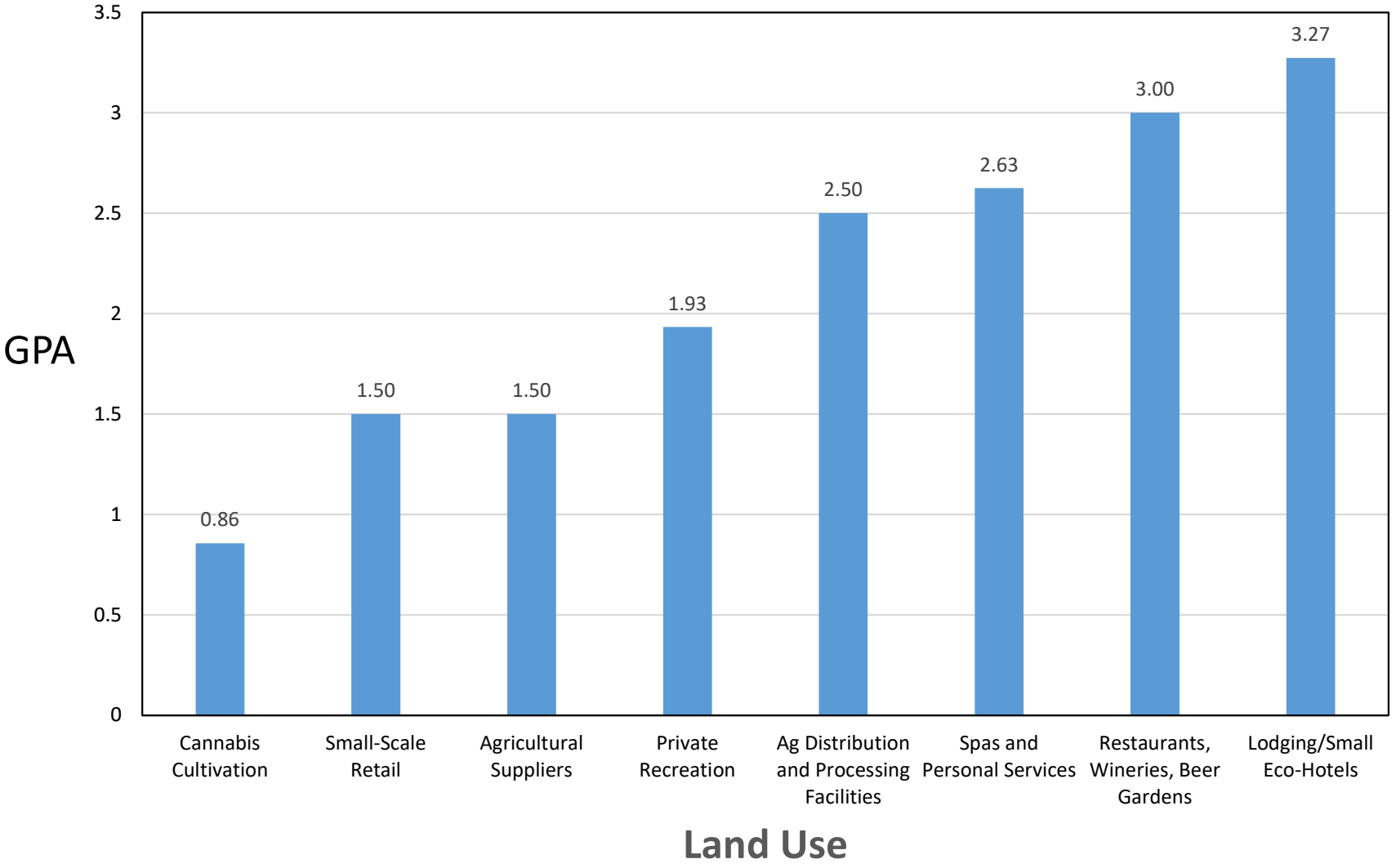
TABLE 1. BUSINESSES AND SERVICES GRADE TALLY

	Land Use								
	Cannabis	Small Scale Retail	Agricultural Suppliers	Private Recreation	Ag Distribution and Processing Facilities	Spas and Personal Services	Restaurants, Wineries, Beer Gardens	Lodging/ Small Eco-Hotels	TOTAL
A			4	7	5	3	7	6	**32**
B		1				1	2	1	**5**
C	2	1	1		2	2	1		**9**
D	2	4		1	1	2		2	**12**
F	3		7	7	2		2	2	**23**
TOTAL	**7**	**6**	**12**	**15**	**10**	**8**	**12**	**11**	**81**
GPA	**0.86**	**1.50**	**1.50**	**1.93**	**2.50**	**2.63**	**3.00**	**3.27**	

Participants posted the following comments and recommendations regarding this category:

- *Restaurants, Wineries, Beer Gardens, and Culinary Arts*
  - No light and noise at night
  - The Ag designation needs to be re-examined. Coyote Valley does not support these uses. They are not viable in the corridor.
- *Private Recreation*
  - How about lodging to accompany these uses? Parents take kids to tournaments and need a place to stay!
- *General Comments and Additional Recommendations*
  - Sports complex w lodging is a good fit for the area. Kids want & need more sports facilities. San José doesn't offer enough.
  - The environmental impact of hotel construction is not justified given proximity to Morgan Hill and Bernal/Santa Teresa areas, which have existing lodging opportunities.

FIGURE 1. BUSINESSES AND SERVICES GPAS



LAND USE CATEGORY: INFRASTRUCTURE AND STORAGE

Participants had largely unfavorable responses to his category, resulting in an average GPA of 1.58, the lowest average of the three categories. All grades for this category are tallied in Table 2, and GPAs for each land use are graphed in Figure 2.

Uses such as Agrivoltaics and Sustainable Infrastructure appear largely undesired by most participants, although each received a few A grades. Battery energy storage and outdoor storage received polarized reviews by equally sized groups, with similar numbers of A and F grades applied to each.

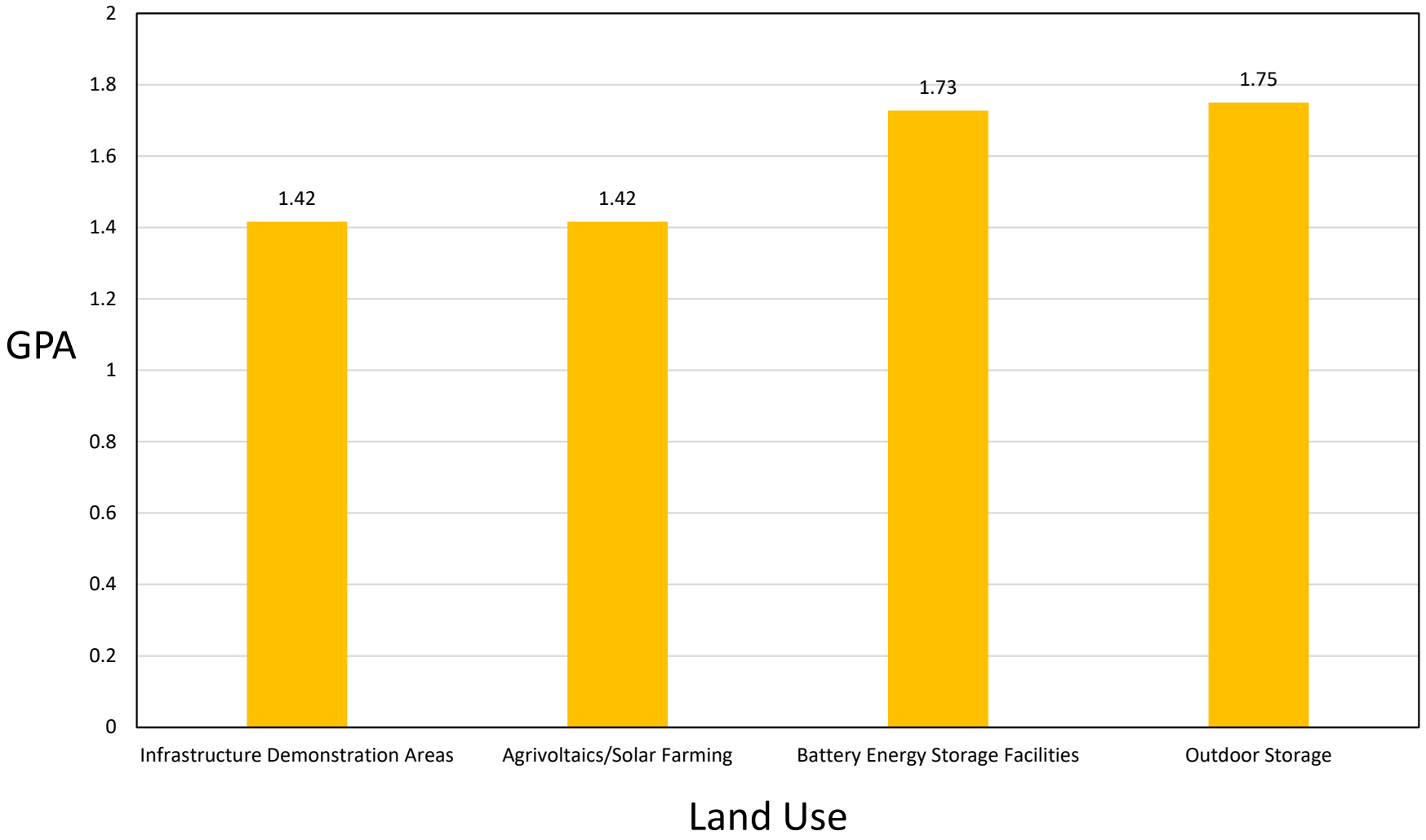
TABLE 2. INFRASTRUCTURE AND STORAGE GRADE TALLY

	Land Use				
	Battery Energy Storage Facilities	Infrastructure Demonstration Areas	Agrivoltaics/ Solar Farming	Outdoor Storage	TOTAL
A	4	3	3	4	**14**
B		1	1	1	**3**
C	1		1		**2**
D	1	2		2	**5**
F	5	6	7	5	**23**
TOTAL	**11**	**12**	**12**	**12**	**47**
GPA	**1.73**	**1.42**	**1.42**	**1.75**	

Participants posted the following comments and recommendations:

- *Outdoor Storage Facilities*
  - Could lead to more illegal dumping. This is already a huge issue along Monterey Road.
- *Demonstration Areas and Agrivoltaics*
  - These have excellent potential to allow free animal movement while minimizing pollution and habitat disruption.
- *General Comments and Additional Recommendations*
  - Expand current uses.
  - Look into compost facilities or facilities that take food waste and convert it to sustainable energy. Companies such as Divert, Inc. The only downside is restricted community access & use.

FIGURE 2. INFRASTRUCTURE AND STORAGE GPAS



LAND USE CATEGORY: REGIONAL DESTINATIONS

Uses in this category were generally well-received by participants, with a GPA of over 3.50 assigned to multiple land uses. As a result, this category had the highest average GPA (2.63) of the three categories presented. All grades for this category are tallied in Table 3, and GPAs for each land use are graphed in Figure 3.

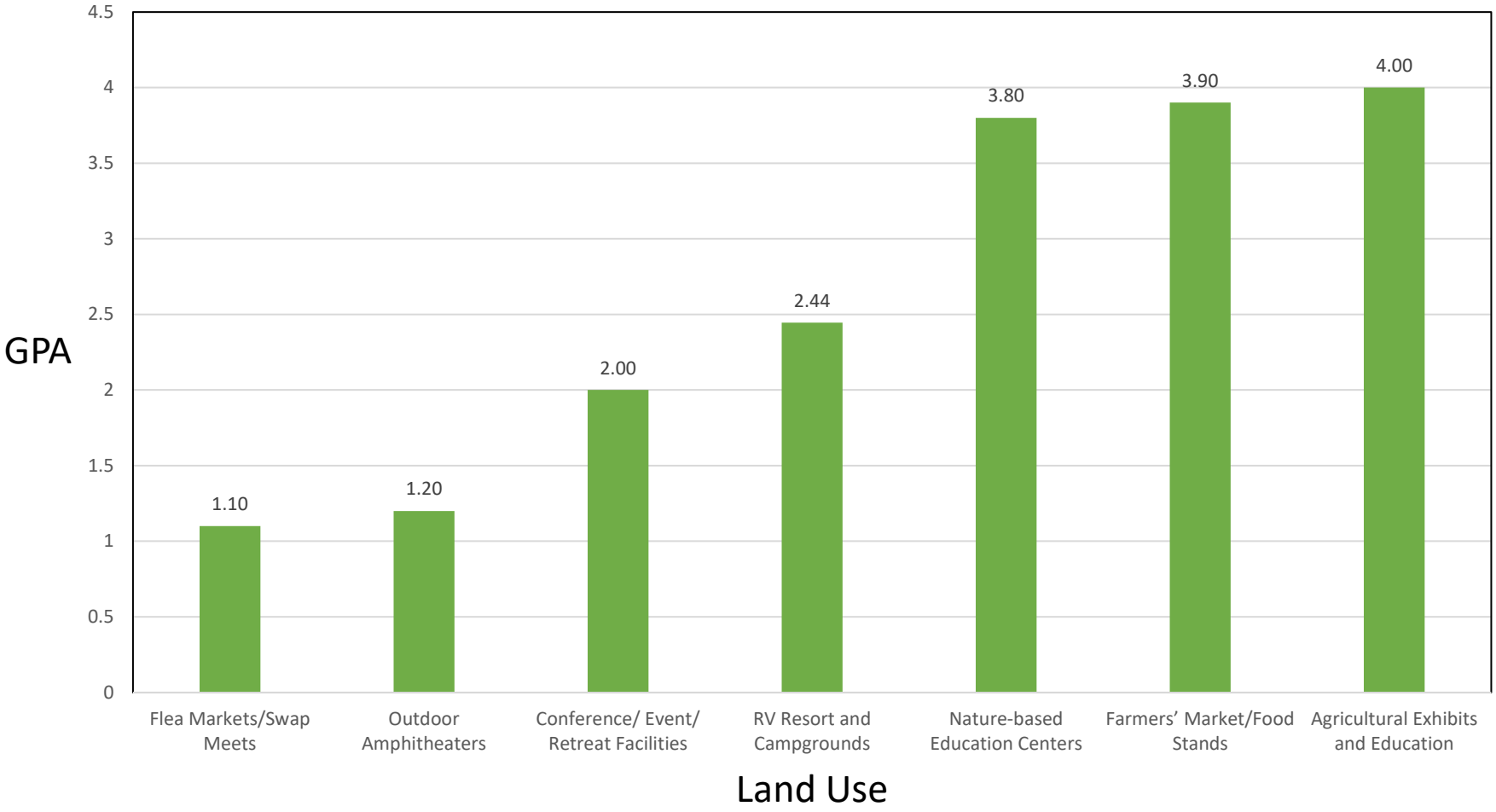
Participants posted the following comments and recommendations about regional destinations land uses:

- *Conference Center/Event/Retreat Facilities*
  - Why not allow overnight stays at these venues? Kids love it.
- *Farmers' Markets/Food Stands*
  - Although there are few residences in study area, I have seen many low-income families that could benefit from this opportunity.
  - I think this can not only support the local economy (fruit growers and vendors) but it is also a chance to address inequality. Food stands can be an opportunity for local families to earn money.
- *Nature-Based Education Center*
  - Great opportunity for youth outreach and ensuring these areas are protected. I would also support campsites in partnerships with Girl Scouts or Boy Scouts.

Table 3. Regional Destinations Grade Tally

	Land Use							
	Flea Markets/Swap Meets	Outdoor Amphitheaters	Conference/Event/ Retreat Facilities	RV Resort and Campgrounds	Nature-Based Education Centers	Farmers' Markets/ Food Stands	Agricultural Exhibits and Education	TOTAL
A	1	3	5	3	9	9	8	38
B		1	1			1		3
C	3	1	1	5	1			11
D	1	1	2					4
F	5	9	2	1				17
TOTAL	10	15	11	9	10	10	8	73
GPA	1.10	1.20	2.00	2.44	3.80	3.90	4.00	

FIGURE 3. REGIONAL DESTINATIONS GPAS



General Comments and Additional Recommendations

- Why not include Planned Unit Development (PUD)?
- All uses: Allow day use only!
- Look to Great Wolf Resort/Spa/Waterpark for example of new regional destination use.
- Coyote Creek Trail can use more support as well. Add some nice nature-blended eco-hotel so parents can enjoy nature with their kids.
- Sports complex with overnight facilities like Los Cabos Sports Complex in Fountain Valley. We need a destination sports complex that can host a pickleball tournament, like the San José Open. There is so much demand for that!

Community Response Summary

PREFERRED LAND USES

Figure 4, below, shows the Grade Point Average (GPA) for each land use, in ascending order of GPA. The GPA was calculated using the traditional grading point system, in which A = 4, B = 3, C = 2, D = 1, and F = zero.

As shown in Figure 4, the five land uses graded most favorably by meeting participants were:

1. Agricultural Exhibits and Education (4.0)
2. Farmers' Markets and Food Stands (3.9)
3. Nature-Based Education Centers (3.8)
4. Lodging/Small Eco-Hotels (3.27)
5. Restaurants, Wineries, Beer Gardens and Culinary Arts (3.0)

The land uses that received the lowest grades from participants were:

1. Battery Energy Storage Facilities (0.45)
2. Cannabis Cultivation (0.86)
3. Flea Markets/Swap Meets (1.1)
4. Outdoor Amphitheater (1.2)
5. Infrastructure Demonstration Areas and Agrivoltaics/Solar Farming (tied at 1.42)

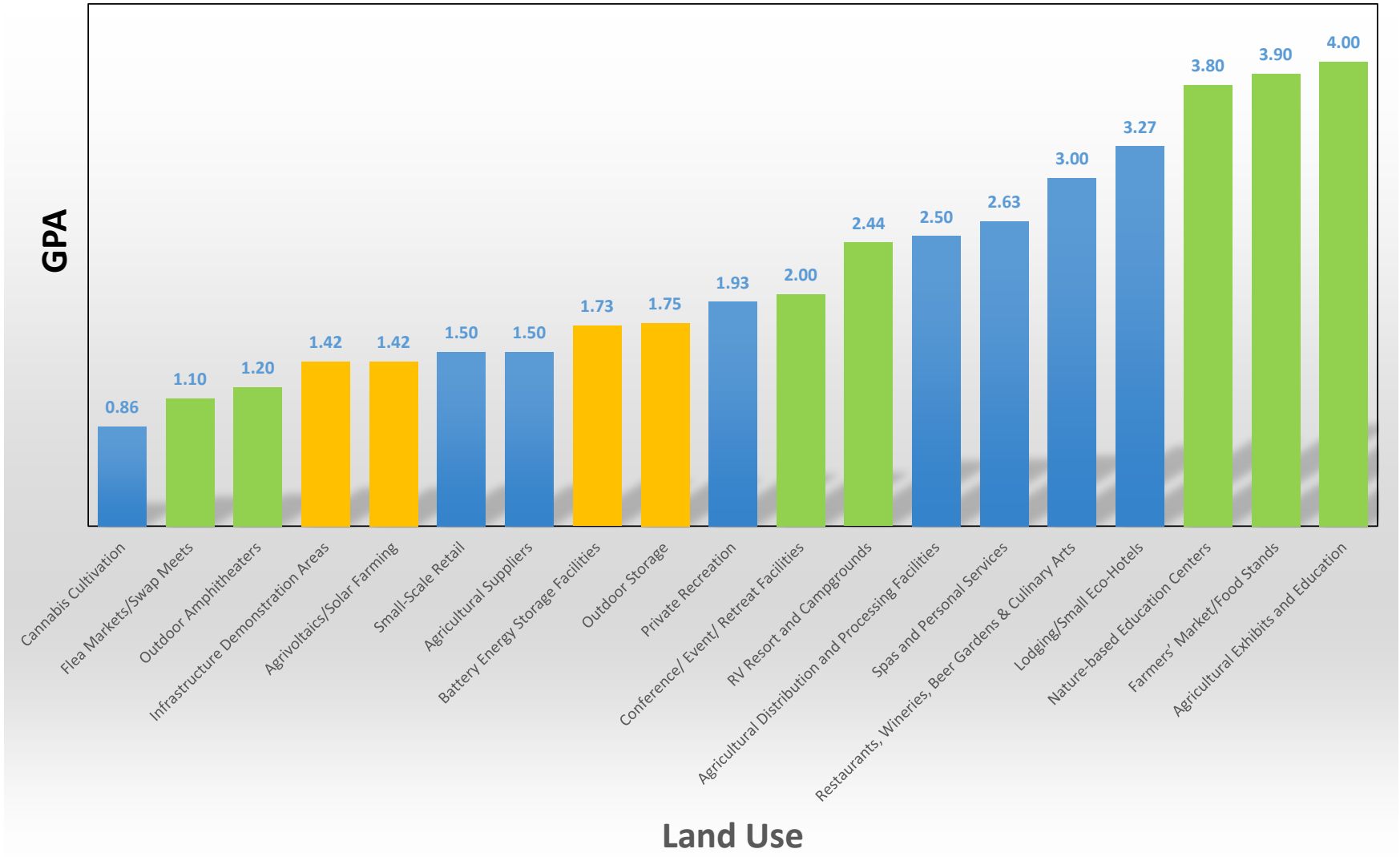
These results illustrate the following trends:

- Preference for visitor destinations consistent with Coyote Valley character. The top three land uses (Agricultural Exhibits and Education; Farmers' Markets and Food Stands; and Nature-Based Education Centers) are regional destinations that would build from, and foster appreciation for, existing Coyote Valley resources. These are uses with direct associations with surrounding open space, biological resources, and agricultural operations.

  This trend indicates that adopted land use and zoning regulations must be paired with carefully crafted design and development standards that are responsive to environmental conditions.

- Preference for businesses with focus on character and experience. Small eco-hotels; restaurants, wineries & beer gardens; and spas and personal services received the highest grades within the Businesses and Services category, and some of the highest grades overall. These are business types with a high potential for personalization, contribution to local character, custom design and green approaches to

- FIGURE 4 . GPA OF ALL POTENTIAL LAND USES



- operation and building. They are also service-oriented operations that increase visitation and economic vibrancy with relatively small footprints. On the other hand, businesses with larger footprints and less service orientation—such as cannabis cultivation, agricultural supply and retail—received the lowest scores in the Businesses and Services category.

  This feedback indicates that participants are willing to explore business-oriented land uses that consider scale and character. These issues should be a focus of operational and design standards adopted for the study area.

- Infrastructure is a polarizing, but still potential, land use. Participants generally reviewed uses in the Infrastructure and Storage category unfavorably. Battery energy storage facilities, infrastructure demonstration uses and agrivoltaics received some of the lowest scores overall. However, these uses were also given "A" grades by some participants. Moreover, some comments indicated that well-conceived, well-integrated infrastructure uses such as composting sites may have a place in the study area.

  The project should continue to work with the stakeholders and the public to explore and define allowable infrastructure, as well as to develop standards to ensure projects are integrated into the context of the study area.

- Resistance to broad-interest regional destinations. The more intensive destination-oriented uses that would attract a greater number of visitors, such as outdoor amphitheaters and flea markets, received low grades and were generally considered inappropriate for the corridor.

  This comports with previous project outreach. Concerns about these larger-scale regional destinations are generally related to their required footprints within the limited project area, potential traffic and parking externalities, and lack of surrounding supporting land uses. As such, the project should continue to assess whether and what limited locations could accommodate these types of uses, considering surrounding and existing uses.

- Potential for agriculture-supportive businesses. Agriculture supply uses and agricultural distribution facilities received among the lower average GPAs of all land uses. However, as shown in Table 1, these uses received numerous individual "A" grades alongside lower grades. This suggests that some participants believe there is a niche for uses that would support agricultural operations in the study area.

  These potential utility of these types of land uses should be further explored, and their relationship to existing agricultural operations better understood.

General polarity among participant opinion. Table 4 summarizes the distribution of letter grades from the second public meeting. One of the clearest trends that emerged from the meeting was that opinions about new land uses in the Corridor are strong and often polarized. As shown in Table 4, 73 percent of all grades received were either A or F.

TABLE 4 PUBLIC MEETING 2 LETTER GRADE DISTRIBUTION

Letter Grade	Number Received	Percent Total
A	84	42%
B	11	6%
C	22	11%
D	21	10%
F	63	31%
TOTAL	**201**	**100%**

Coupled with the body of public comment to date, this polarity indicates the need for standards for the operation of all new land uses to address community concerns about potential impacts to the environment and the character of the corridor.

Next Steps

The responses received from the community provided a good basis for understanding of general preferences and concerns related to the various potential uses being considered for the Coyote Valley Corridor Study. Based on the mixed input received during the meeting, and in addition to the input from property owners through focus group and other communication, there is no clear preference for any single land use or group of land uses.

Because there are such varied opinions about the uses, it is important for the study to move forward with evaluating the environmental impacts for all the potential uses. The only modification to the list will be to remove cannabis cultivation based on overall dislike by everyone, as well as the regulatory and economic challenges in the industry statewide which make the use less viable for the study area.

In addition to initiating the Environmental Impact Report, the next stage of work will involve outreach to stakeholder groups to get feedback on potential design and development standards for the uses being evaluated. This outreach will take place sometime in the Fall of this year and will include focused outreach to property owners, business owners, and community advocates.

MEETING HANDOUT AND LAND USE BOARDS

Welcome to Public Meeting 2

Coyote Valley Corridor Study

What is the goal of the Coyote Valley Corridor Study (CVCS)?

The goal of the CVCS is to provide more development options for about 50 properties east of Monterey Road in the San José city limits, by expanding the types of land uses allowed on those properties. The unique sizes and characteristics of the properties are barriers to the primarily open space and agricultural development options currently allowed in the area.

How will tonight's meeting contribute to the goal?

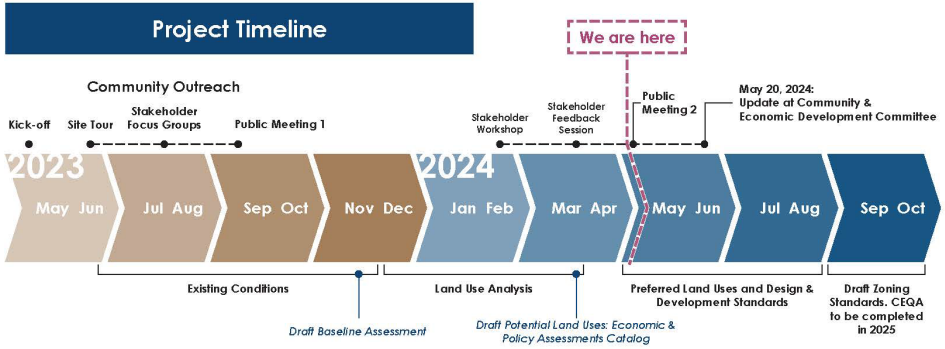
Tonight's meeting is an opportunity for participants to "grade" a list of potential new land uses. These uses were identified following previous project analyses and outreach events. The project team will use input from the meeting to develop a "preferred" list of land uses that will be paired with resource-senstive zoning standards.

Please see the reverse side of this document for instructions on tonight's open house land use review and grading process.

How does Public Meeting 2 fit into the larger CVCS process?

Tonight's meeting is key to the process of selecting new land uses and creating zoning standards for those uses. It follows a series of outreach events over the last year.

Project Timeline



How can I learn more about the CVCS?

Please use this QR code to access the City's project webpage, including background information, draft work products, and outreach event summaries.

Welcome to the CVCS Land Use Review and Grading Process

Please visit the four open house stations. Each is staffed by a project team member who can answer questions and offer guidance.

» **Station 1: Welcome and Introduction.** Please review the Project Information and Welcome board, sign in to the meeting, and pick up a grading kit composed of a pen, dot stickers, post-it notes, and this handout.

» **Stations 2-4: Land Use Review and Grading.** These three stations are set up for you to offer input on potential CVCS land uses. Each station has a category of land use types:

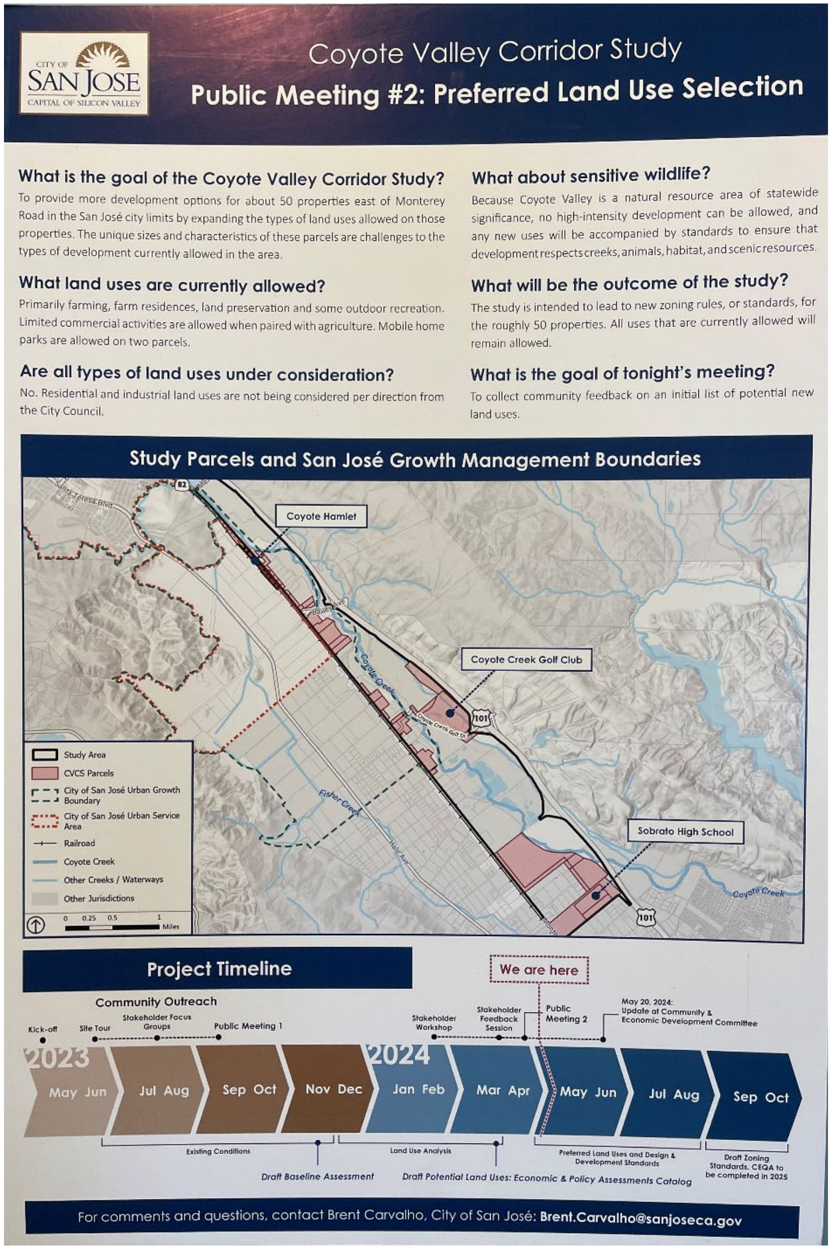
- Businesses and Services
- Infrastructure and Storage
- Regional Destinations

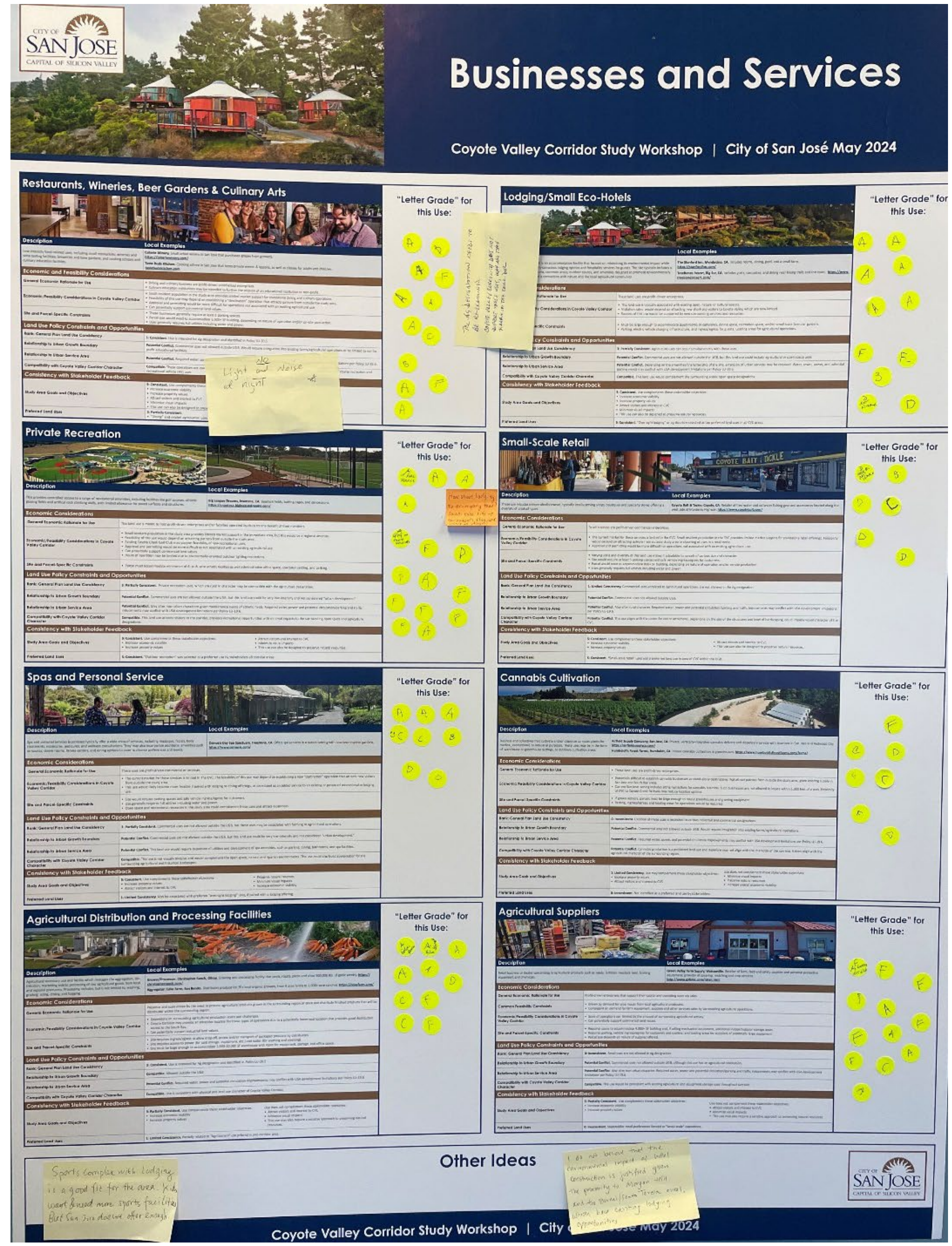
Each land use category station has a poster board with 4 to 8 potential land uses presented as graphic tables. Please offer your feedback by:

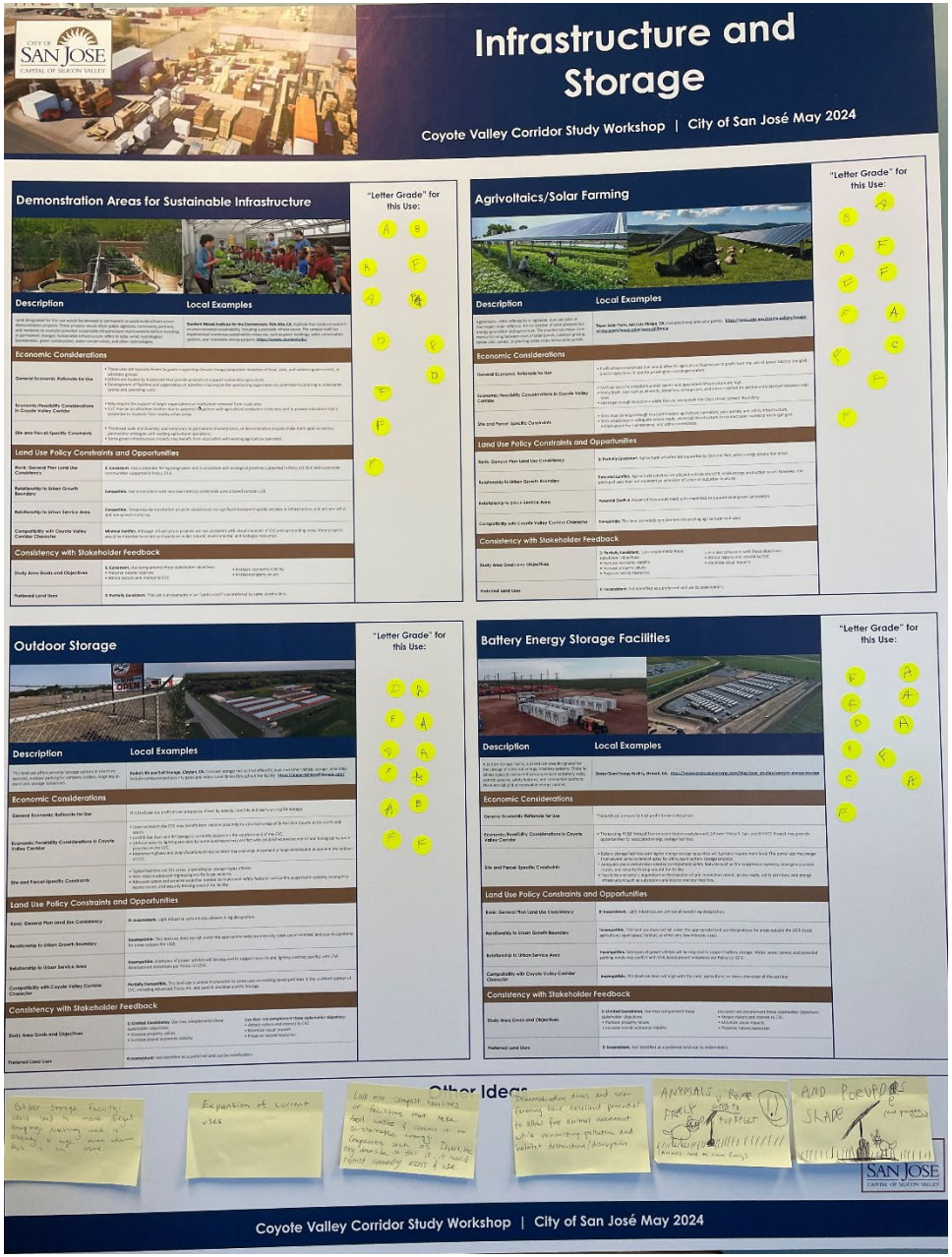
1. **Attaching a single "letter grade" to each use.** Label a dot sticker either A, B, C, D, or F and place it the blank area next to each use. Please use the following scale for the grading process:
   - A I support this use under most conditions.
   - B I support this use, although certain development restrictions should apply.
   - C I could go either way on this use, depending on site, development, and other conditions.
   - D I oppose this use except under very specific site and development conditions.
   - F I oppose this use under all conditions.
2. **Contributing other ideas.** Write your ideas for new land uses in each category, or share specifc responses to the uses presented, on post-it notes. Attach the notes to the "Other Ideas" space on each board.

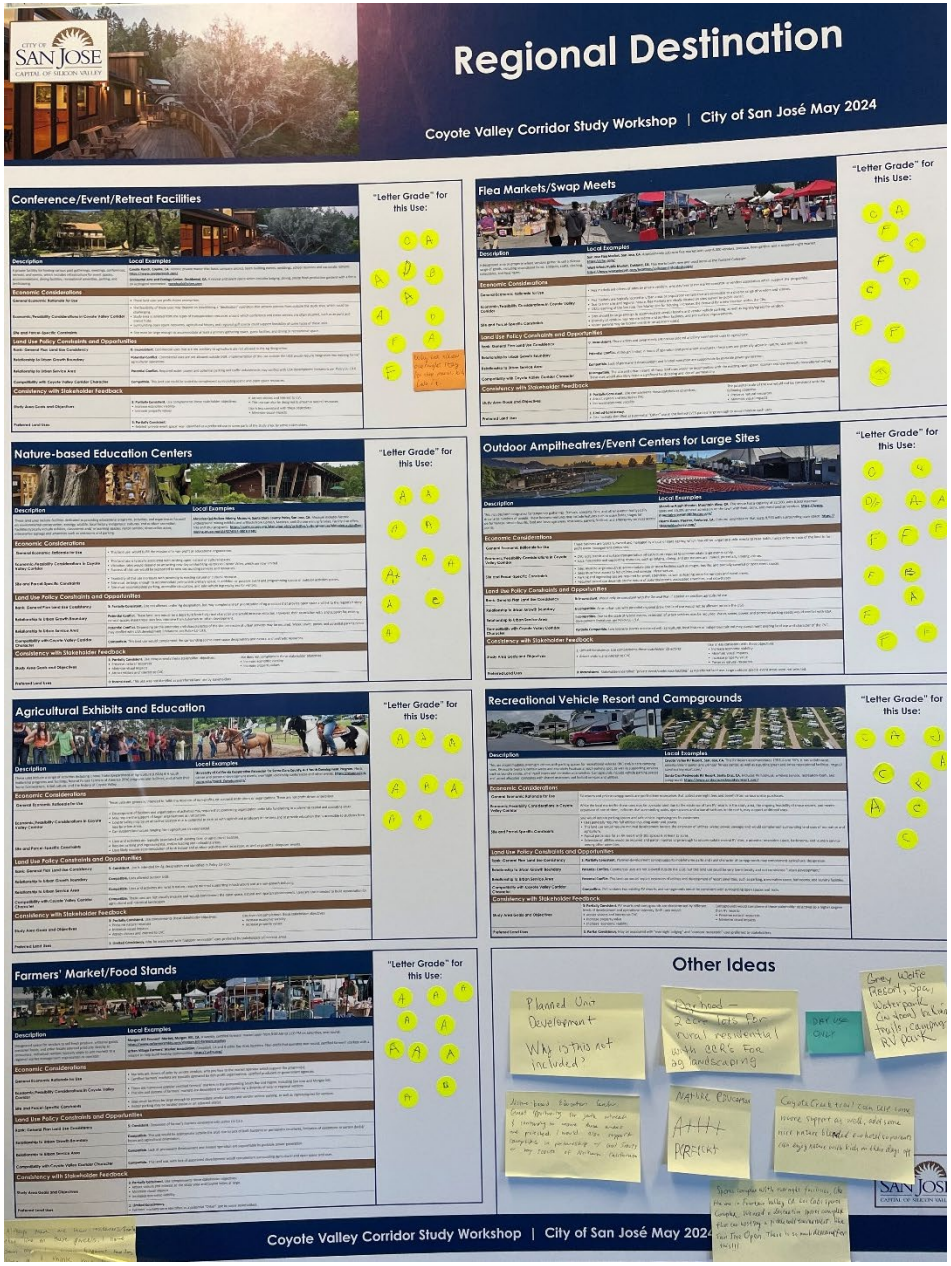
Welcome to Public Meeting 2 | Coyote Valley Corridor Study

For comments and questions, contact Brent Carvalho, City of San José:
Brent.Carvalho@sanjoseca.gov


CITY OF SAN JOSE CAPITAL OF SILICON VALLEY
Coyote Valley Corridor Study
Public Meeting #2: Preferred Land Use Selection
What is the goal of the Coyote Valley Corridor Study?
To provide more development options for about 50 properties east of Monterey Road in the San José city limits by expanding the types of land uses allowed on those properties. The unique sizes and characteristics of these parcels are challenges to the types of development currently allowed in the area.
What land uses are currently allowed?
Primarily farming, farm residences, land preservation and some outdoor recreation. Limited commercial activities are allowed when paired with agriculture. Mobile home parks are allowed on two parcels.
Are all types of land uses under consideration?
No. Residential and industrial land uses are not being considered per direction from the City Council.
What about sensitive wildlife?
Because Coyote Valley is a natural resource area of statewide significance, no high-intensity development can be allowed, and any new uses will be accompanied by standards to ensure that development respects creeks, animals, habitat, and scenic resources.
What will be the outcome of the study?
The study is intended to lead to new zoning rules, or standards, for the roughly 50 properties. All uses that are currently allowed will remain allowed.
What is the goal of tonight's meeting?
To collect community feedback on an initial list of potential new land uses.
Study Parcels and San José Growth Management Boundaries
Coyote Hamlet
Coyote Creek Golf Club
Sobrato High School
Fisher Creek
Coyote Creek
Study Area
CVCS Parcels
City of San José Urban Growth Boundary
City of San José Urban Service Area
Railroad
Coyote Creek
Other Creeks / Waterways
Other Jurisdictions
0 0.25 0.5 1 Miles
Project Timeline
We are here
Community Outreach
Kick-off
Site Tour
Stakeholder Focus Groups
Public Meeting 1
Stakeholder Workshop
Stakeholder Feedback Session
Public Meeting 2
May 20, 2024: Update at Community & Economic Development Committee
2023
May Jun
Jul Aug
Sep Oct
Nov Dec
2024
Jan Feb
Mar Apr
May Jun
Jul Aug
Sep Oct
Existing Conditions
Land Use Analysis
Preferred Land Uses and Design & Development Standards
Draft Zoning Standards, CEQA to be completed in 2025
Draft Baseline Assessment
Draft Potential Land Uses: Economic & Policy Assessments Catalog
For comments and questions, contact Brent Carvalho, City of San José: Brent.Carvalho@sanjoseca.gov


CITY OF SAN JOSE CAPITAL OF SILICON VALLEY
Businesses and Services
Coyote Valley Corridor Study Workshop | City of San José May 2024
Restaurants, Wineries, Beer Gardens & Culinary Arts
"Letter Grade" for this Use:
Lodging/Small Eco-Hotels
"Letter Grade" for this Use:
Private Recreation
"Letter Grade" for this Use:
Small-Scale Retail
"Letter Grade" for this Use:
Spas and Personal Service
"Letter Grade" for this Use:
Cannabis Cultivation
"Letter Grade" for this Use:
Agricultural Distribution and Processing Facilities
"Letter Grade" for this Use:
Agricultural Suppliers
"Letter Grade" for this Use:
Other Ideas
Coyote Valley Corridor Study Workshop | City


Infrastructure and Storage
Coyote Valley Corridor Study Workshop | City of San José May 2024
Demonstration Areas for Sustainable Infrastructure
Agrivoltaics/Solar Farming
Outdoor Storage
Battery Energy Storage Facilities
"Letter Grade" for this Use:
Coyote Valley Corridor Study Workshop | City of San José May 2024


Regional Destination
Coyote Valley Corridor Study Workshop | City of San José May 2024
Conference/Event/Retreat Facilities
Flea Markets/Swap Meets
Nature-based Education Centers
Outdoor Ampitheatres/Event Centers for Large Sites
Agricultural Exhibits and Education
Recreational Vehicle Resort and Campgrounds
Farmers' Market/Food Stands
Other Ideas
"Letter Grade" for this Use:
Coyote Valley Corridor Study Workshop | City of San José May 2024