

# APPENDIX A: STAKEHOLDER OUTREACH

## A.1 Summary of Transit Agency Outreach

### INTRODUCTION

Members of the Diridon Station Plan team have had several meetings, telephone conversations and email contacts with transit operators. Objectives for these conversations were threefold:

1. Obtain information about current operations and future plans at Diridon Station.
2. Learn about agency priorities for an improved station.
3. Receive feedback on the objectives for the station planning process.

This section summarizes the agency outreach completed and major findings to date. Data obtained from the agencies has been incorporated into this report.

### LIST OF MEETINGS AND COMMUNICATIONS

- August 7, 2009. Meeting with City of San José staff to discuss priorities for the station.
- August 20, 2009. Meeting with PCJPB (Peninsula Corridor Joing Powers Board) staff to discuss coordination with High Speed Rail.
- August 24, 2009. Meeting with PCPJB staff to discuss existing Caltrain operations, future plans and priorities for the station.
- August 28, 2009. Meeting with CCJPA (Capitol Corridor Joing Powers Board) staff to discuss existing Capitol Corridor operations, future plans and priorities for the station.
- September 1, 2009. Meeting with VTA staff to discuss existing VTA operations, future plans and priorities for the station.
- September 3, 2009. Phone conversation with Amtrak (Anthony Chapa) to discuss Amtrak operations at the station. Information request subsequently sent to Amtrak.
- September 4, 2009. Station site visit with PCJPB staff.

## KEY FINDINGS

### *City of San José Staff*

- Diridon Station will become the regional rail hub for Northern California and is an important civic project for the City.
- The new station should be iconic and serve as gateway to the local station area, the City of San José and Silicon Valley.
- Integrate the station into an urban context in the adjacent redevelopment areas, activate the station, and use the station to overcome barriers in the station area.
- Focus the station on the parcels north of the existing Depot.
- Seek to avoid creating a vast underutilized bus plaza at the station.
- The SVRT BART station should be integral to the new station.
- Parking within the station footprint should be minimized. District parking strategies will be explored as part of the Station Area Plan. Long term parking for High Speed Rail is not an appropriate use for the limited real estate in the immediate station vicinity.
- Public art is important at the station.
- The station must demonstrate sustainability, LEED platinum should be considered as a goal.

### *PCJPB*

- The PCJPB owns the station and several adjacent parcels currently used for parking.
- Amtrak is contracted to operate Caltrain. Multiple divisions of Amtrak (Caltrain, Capitol Corridor, Long Distance) are tenants and operate at the station.
- The Amtrak and Commuter parking lots are full to capacity on typical weekdays.
- Areas for improvement at the station include disabled accessibility (station is ADA compliant, but universal accessibility could be improved), wayfinding, the bottleneck area at the top of the ramp to the tunnel, bicycle access to platforms, kiss & ride and taxis.

- Several improvement projects are planned, including the South Terminal Improvement Project, the MTC Region Hub Wayfinding improvements, and ultimately Caltrain electrification.
- Improvements along the Caltrain corridor are being planned that could increase the peak frequency of Caltrain from 5 trains per hour to 10 trains per hour.

#### VTA

- VTA currently operates buses and light rail at the station. Buses stop in the bus transit center at the station as well as on Santa Clara Street.
- Providing adequate capacity in the bus transit center is a key issue. VTA has had problems with inadequate capacity in relatively new transit centers in Milpitas and Palo Alto. There is also a need to allow for private shuttles that serve the station.
- Bus operations during special events should also be considered. Allowing for undisrupted bus circulation and additional bus staging areas would be desirable.
- VTA is supporting of looking at parking in the station area as a policy issue, in order to potentially limit the amount of new parking required to be constructed.
- The planned SVRT Diridon/Arena BART station will not be completed as part of the first phase of SVRT. The station will be completed when funding becomes available.
- The connection of the SVRT Station to the future Diridon Station is critical. There is some flexibility in the portal location from what is included in the 65% Design plans for the SVRT Station.

### *Capitol Corridor*

- Capitol Corridor currently serves Diridon Station with 7 weekday round trips. Long term plans call for increases in service up to 8 round trips (16 total trains).
- May need to allow for passenger security screening in the future.
- Bicycle parking and wayfinding are important issues.

### *High Speed Rail*

- CHSRA is currently in the process of completing an Alternatives Analysis and Project EIS/EIR for the Peninsula segment.
- Alternatives are currently being developed and undergoing a tiered screening process.
- A working group will be formed to coordinate with operators in the Diridon Station area. This will be a good opportunity for the Station Area Plan to reach out to the operators as a group.
- The CHSRA team is also coordinating with the City of San José as part of their Technical Working Group meetings.
- Additional detailed information on future service, ridership, alignment alternatives and facility requirements was requested.

## A.2 Community Workshop #1

### VISION AND PLANNING ISSUES

The first community workshop for the Diridon Station Area Plan was held on Saturday, September 12, 2009, at 180 Park Avenue in San José. Approximately 55 community members participated in the three-hour event. The purpose of this initial workshop was to give interested members of the public an opportunity to brainstorm about their visions for the future of the Diridon Station planning area in a receptive, friendly environment. Beyond expressing their visions, the workshop participants—as informed representatives and stewards of the community at large—were asked to identify key issues, opportunities, and challenges facing the area. The ideas gathered at the workshop will inform the policies set forth in the Diridon Station Area Plan and ultimately direct future development in the area.

The workshop was structured to foster open, free-flowing dialogue among community members. Participants were randomly assigned to tables accommodating groups of eight to 10 people. Each table was then matched up with a neutral facilitator—either a City staff or consultant team member. The facilitator’s job was to initiate and moderate the dialogue, guide the group through the exercises, and encourage all participants to contribute equally to the discussion. Each group was provided with an aerial photograph to serve as a reference and graphic tool during the dialogue. The public workshop agenda (see Figure A-1) consisted of four major components:

- **Overview.** Presentation of the purpose and scope of the Station Area Plan, planning process, and the role of public input. The presentation also included a brief overview of existing conditions, followed by an introduction to station area planning and public art with real-world examples.
- **Activity 1: 2030 Vision for Santa Clara Station Planning Area.** This exercise included a group visioning discussion, where participants created headlines for a hypothetical future California Today magazine article featuring the Diridon Station planning area as it would be in 2035. This exercise was an opportunity for workshop participants to document their own visions and hopes for the Station Planning Area's future before engaging in group discussion. Everyone was encouraged to think freely, using their imaginations to describe what the Diridon Station might become. Individual headlines were shared among the group participants, which served as the basis for developing a group headline. The purpose of the exercise was to help trigger thinking about common priorities and goals for the future direction of the planning area's growth and development. (See Appendix A-# for bullet lists of individual and group headlines by table.)
- **Activity 2: Planning Issues.** Attendants were asked to respond to questions posed by the facilitator on four topics: land use and activities, urban design and character, transportation and linkages, and public arts and events. Each group was asked to prioritize the key issues from each topic and to share these to the rest of the workshop participants in the Group Report Back.
- **Group Report Back.** At the end of the workshop, a representative from each small group was invited to report back to the larger group on the results of his/her table's discussion. Participants listened attentively to the diverse perspectives of their fellow community members and discovered that there were many overlapping ideas and shared visions.

Figure A-1: PUBLIC WORKSHOP 1 AGENDA



## **DIRIDON STATION AREA PLAN**

### **VISIONING WORKSHOP**

**Saturday, September 12, 9:00 – 11:30 AM**

**Parkside Hall, Room B**

**180 Park Avenue, San José, CA**

- I. Welcome from City of San José  
Manuel Pineda, City of San José, Department of Transportation
- II. Workshop Purpose and Agenda Overview  
Rajeev Bhatia, Dyett & Bhatia
- III. Station Area Plan: Role, Scope and Possibilities  
Frank Fuller, Field Paoli  
Ellen Sollod, Sollod Studio, Public Art
- IV. Small Group Exercise Overview and Ground Rules  
Rajeev Bhatia
- V. Station Area 2035 Visioning
- VI. Break for Refreshments
- VII. Issues Dialogue
- VIII. Large Group Report Back
- IX. Next Steps and Adjournment



## VISION FOR THE DIRIDON STATION PLANNING AREA: MAJOR THEMES FROM GROUP HEADLINES

Group headlines were formulated after each participant created his or her own headline. The headlines encapsulate the ideas and goals most valued and appealing to each group. The resulting group headlines depicted a future for the Station Planning Area to form a vital center of activity, where people can live, work and play, and that provides amenities and attractions for the surrounding neighborhoods as well. The Diridon area would form a unique urban destination, at the center of which would be a multi-modal transit hub, with amenities and entertainment that serve as a regional draw. The area would successfully balance the old and the new, and be integrated with and accessible from the surrounding neighborhoods. The group headlines are listed below:

- “Green Central Station Opens – Where Community Communication Allows You to Live, Work, and Play”
- “San José: Livable Hub Redefines Capital of Silicon Valley: Innovative Plan leads to San José Identity as leading 21st Century City”
- “Arrived! San José’s World Class Destination Connects Regional Community to Entertainment, Art, Work, Business, Shopping, Parks, Play + Living, Public Spaces, Opportunities, and Plazas”
- “Diridon Station – A Great Place to Live, Work and Play”
- “Vibrant, Livable Station Area That Balances Between Old and New”
- “San José Arrives: Welcome to San José – All Aboard!”
- “Diridon: Destination (For Locals and Travelers)”
- “Ecstasy Comes to San José: Neighbors and Travelers Ecstatic”
- “San José Found the Way: Iconic Station Blends New, Old, Family, and Fun”
- “Do You Know the Way to San José? San José’s New Urban Transport, Entertainment and Residential Hub”

## MAJOR THEMES FROM INDIVIDUAL HEADLINES

The origins of the composite group visions can be traced to the headlines first created individually by workshop participants. The workshop participants generated an impressive variety of headlines, demonstrating elaborate and uplifting visions for the Station planning area's future. While the magazine covers touched upon dozens of topics illustrating area's potential, several major themes emerged from the discussions:

### *1. Diridon Station Planning Area as a Destination*

Building off the existing Diridon Station, many headlines illustrated an area that would become a destination for residents and visitors alike. Headlines envisioned the Station planning area as a vibrant and safe center to live, work, play, ride, walk and bike. Shopping, entertainment, housing, thriving businesses, parks and plazas, and walk-able communities that would transform the transit hub into a destination were a common theme.

- "San José Dream of Vibrant Urban Village Comes True. The Dream of an Urban Village/Center with the Diridon Station at the Hub with many Choices to Live, Work, Travel and Play"
- "Eureka! Epicenter for Silicon Valley Finally Located!"
- "Destination Diridon: Crowds Descend on Urban Node"
- "You Are Here!"
- "Playful Design Creates Destination for Locals and Travelers Alike"
- "Stop and Play in San José. Stay to Work and Progress."
- "Excitement Abounds at San José's Diridon Hub!"
- "Arrived. First building of Diridon Plan Due for Major Renovation & Expansion"
- "Destination San José"
- "The New Urban Center"
- "Do You Know the Way to San José?"
- "San José's World Class Shopping Entertainment Business Center with Great Outdoor Plazas. Live Work and Play."

## ***2. Transportation and New Connections***

The proposed availability of new transit options at the Diridon Station helped support the vision of “Destination Diridon.” New transit options would connect the rest of the Bay Area to San José as well as become part of a larger well-connected public transportation and pedestrian system that connects other parts of the city to the Diridon Station planning area.

- “A Little Bit of Everything a Train Ride Away! Arts, Festivals, Professional Sports, Culture/Diversity, Innovativeness, Safety, Parks”
- “Diverse Amenities with Interesting Spaces Between Destinations; All Reach-able By Public Transportation, Walking, Bicycle”
- “Connecting People and Places”
- “San José World Class City:
  - Many Downtown Activities
  - Easy Transit
  - Nationally Identifiable Art and Structures
  - Community and Culture”

## ***3. Preservation and Sustainability***

Preserving San José’s history and architecture and integrating new development was also a dominant theme amongst individual participants. The headlines revealed many participants’ pride in historic neighborhoods surrounding the Station, as well as in San José for being a place for innovation. The following headlines illustrate the desire to acknowledge history and honor the past and the acceptance of a new, sustainable, and modern urban center.

- “Diridon Station Minimally Impacts Local Historic Neighborhood”
- “Orchards become Silicon Valley. What it Was and Will Become!”
- “California’s New Gravitational Center: San José Builds Hub Between its Past to Future.”

- “San José Innovates Yet Again with a Vibrant, Dense, Beautiful and Green Gateway to Silicon Valley”
- “Vibrant, Eco-Friendly Community in the Heart of Silicon Valley”
- “San José Achieves Sustainability with its Completion of Community Projects”

## PLANNING ISSUES

For the second exercise, participants in the small groups were asked to brainstorm about issues, opportunities, and challenges in the community. In order to generate relevant ideas about topics to be considered in the Station Area Plan, workshop participants were given four broad topics covering major elements to be addressed in the Plan:

### *Land Use and Activities*

- What uses or amenities would you like to see?
- Where should new homes and businesses be located in the future?
- What type of development would you like to see near the Station? Along W. San Carlos St? Along Montgomery St? Along Julian St?

### *Urban Design and Character*

- What would make you want to live in this area?
- What improvements to street and building design would you like to see?
- Where should new parks and public spaces be located?
- What range of stories should buildings be?

### Transportation and Linkages

- Where should new streets or pedestrian and bikeway connections be?
- What improvements will encourage transit ridership?
- Parking: how much and where?

### ***Arts and Public Events***

- What type of public art and events would you like to see?
- What would be the best locations for public art?
- What types of activities and events would further arts and culture in this area?

During the issues brainstorming exercise, community members came up with a tremendous number of ideas about the Station Planning Area's present and future growth. They identified existing problems, anticipated future issues, pointed out current strengths and weaknesses, and generated a wealth of ideas about what the area should be like in the future. A list of all of the comments for each topic, organized by table, is provided at the end of this section.

## **MAJOR THEMES**

### ***Land Use and Activities***

In the first discussion round, group members were asked to identify issues surrounding overall land use in the planning area. The groups focused on what types of uses were lacking or missing around the Station, and what approaches and strategies for new development should be pursued. Overall, participants emphasized the importance of providing a mix of uses around the Station that would provide active uses and establish the area as a destination. However, participants also stressed the importance of protecting the quality and character of surrounding well-established neighborhoods.

### ***Mixed Use***

Many participants called strongly for a carefully balanced mix of land uses. Most group members agreed that the area around the Station should have a variety of uses such as commercial, retail, office, residential and public development. A variety of perspectives emerged about what particular uses should be emphasized. Some community members thought that the emphasis should be on commercial and retail uses. Others felt that a variety of housing choices ranging from affordable to high end should be provided.

In addition, community members felt that public spaces such as plazas and parks were essential in creating a balanced integration of uses.

### ***Active Uses***

One of the overarching themes echoed throughout the workshop was the need to create a vibrant and active pedestrian realm. Community members offered several strategies such as favoring structured parking over surface parking, providing retail uses on the ground floor including restaurants and outdoor cafes, and having more open spaces and parks where people can gather. A few community members did not want to see “Big Box” development in the Station Planning Area.

### ***Preservation of Existing Residential Neighborhoods***

Several community members voiced concern regarding the impact of new development on existing residential neighborhoods surrounding the planning area. They felt that existing historic neighborhoods should be preserved. This desire to protect existing quality of life is also reflected in common themes expressed for Urban Design and Character.

### ***Urban Design and Character***

During the second discussion round, small groups addressed the subjects of urban design and neighborhood development. This dialogue focused on the look and feel of the Station Planning Area.

### ***Density and Building Heights***

Most people saw the area as an urban district, with dense development to support walking lifestyles, and taller buildings in the core, while recognizing that the airport will limit building heights. Participants also emphasized the importance of establishing a transition between development in the planning area and surrounding residential neighborhoods, and some felt that this transition could be through either a step down in height or compatible architectural design.

### ***Architecture***

Given the different types and architectural styles of development in the planning area, many participants expressed their desire for the design and quality of new development to respect and retain the integrity of existing architectural styles in the area. In addition, new development should respect the architecture of the Station and support its iconic stature.

### ***Pedestrian Oriented Development***

Many group members desired a more pedestrian-friendly character in the Station Planning Area. This could be through better street design, wider sidewalks, lighting, and other street furniture. Others felt that there should be a human scale to the design of new development and that height and bulk should be minimized.

### ***Transportation and Linkages***

The third discussion topic addressed transportation and linkages. The small groups identified concerns over connectivity to and around the Station and identified important networks that should be improved.

### ***East West Connection***

Many community members identified SR-87 as an element that separates the Station Planning Area from Downtown San José and its neighborhoods, as well as the Guadalupe River. The freeway underpasses should be improved to increase pedestrian safety and create better east-west connections.

### ***Improved Pedestrian, Bicycle and Transit Access***

According to community members, there should be less of a focus on cars and driving around the Station Planning Area. Parking should be located on the perimeter. The priority should be on creating improved pedestrian linkages from the Station to other San José destinations as well as the residential neighborhoods. There should be a connected pedestrian network from the Station that includes clear signage and continuous sidewalks. In addition, linkages and connectivity should also be supported through public

spaces. Community members also felt that a bicycle network that connects the Station to other San José destinations and residential neighborhoods was also important and that the Station should connect to existing public transit in San José to increase accessibility.

### ***Arts and Public Events***

The final discussion topic addressed Arts and Public Events. Community members felt that art should be integrated into everyday life and there should be a variety of art within the Station planning area.

### ***Art***

There were several ideas of what type of art should be in the planning area. Some felt that art should be in the form of many different small pieces that could be integrated into all types of spaces. Others felt that the planning area should have larger iconic art pieces that could be identified from a distance and act as a visual marker for the Station and surrounding area. A few community members expressed their desire to see art that reflected the history of the area, as well as pieces that would reflect the future of San José. Other members felt that the idea of what art can be should not be limited, that art should not be thought of separately from the public realm, and thoughtfully designed street fixtures, children playgrounds, or fountains could also be considered art.

### ***Public Events***

Workshop participants felt that public events should focus on getting people out of cars. Public events were also seen as a way to get people to meet their neighbors and engage residents in their community. The importance that community members placed on public events is reflected in their desire to see more public spaces integrated throughout the planning area. Members envisioned these as accessible spaces where people can come to enjoy art, music, and recreation.



## Workshop Headlines and Notes

TABLE 1

### HEADLINES

#### *Group Headline*

“Green Central Station” – “Opens Where Community Communication Allows You to Live, Work, and Play”

#### *Individual Headlines and Discussion*

The Alameda – Places You Can Eat

“Supermarket Opens On Site”

“Unified City”

“Destination San José”

“Community Communication Allows You to Live, Work, Play”

“Green Central Opens”

#### *Additional Notes*

- Need tax generation near station
- Give people place to spend money (i.e. Seattle, Denver)
- Need multi-use
- Give people reason to leave home
- Want to walk, ride bikes
- Maps, marketing needs to promote the City
- Existing parking lots – just go from train to car
- Need something to keep you around station
- Need certain levels of population density to support things/amenities
- Green roofs
- Infrastructure- sidewalks
- Need active uses – example, recreation activities
- Need enough development to maintain activity
- Don’t wait for success to happen

- Integrated planning team responsibility not on community
- Get everyone on same page
- Should cluster things
- Create a destination – bookstore, video store
- Parks, walkways, place where people want to spend time
- Parking lots = potential
- Have great bones – need to connective
- Vancouver – densified and have public realm
- Bike paths, parking with parks on top
- Multiple uses on site simultaneously
- Hyde Park in London – parking under
- Tie into Las Vegas with high speed, thinking further out
- Supermarket, convenience store
- Capture \$
- Commercial space
- Need multiple users
- Tie in green
- Team-led, integrative effort
- Capture people who visit
- Station should capture tourism \$
- Station – supermarket, restaurant, link to airport
- Variety
- Theatre
- Between where live and play – wasteland
- Cross 87 – not want to do it with child (dirty, no landscaping, not well lit)
- Get away from Santa Clara Street
- Restaurant Row – vitality
- Little stores and shops – neighborhood villages

TABLE 1

- Support the Grand Downtown
- Village concept – not further from 4 blocks from restaurant, dry cleaners
- The Alameda – need active uses could be a neighborhood village
- Creating identity
- Lincoln Ave – Taylor to Willow Glen
- Acknowledge history, honor past, and present
- 3rd street – pedestrian only
- Little Italy San José
- San Carlos – unique services
- Neighborhood district to support downtown
- Character unique to districts
- No big box retails, Chevy's, TGIF, in malls, not the Alameda
- Need small-business owners, keep tax \$ in community
- RDA wants big box – not build stores that small business not use – too boxy, not flexible, store to restaurant
- The Alameda – family owned
- Flexibility – design for multiple uses
- Target for street frontages – X% for retail, X% for residential
- Retail on bottom, need mixed-use, retail on bottom, housing on top

## ISSUES

### *Land Use and Activities*

- Parks on top of freeway, fields on top of tunnel
- Double use of land – parks with parking under
- Sense of community
- Parks as hub – with retail around
- Kiosk/vendors at park – funding source for parks
- Small businesses
- Mixed-use
- Live-work – need retail on bottom
- Double use building – hotel, office or condos, office
- Area a – parking lots – waste of space not like at grade lot.
- Make multi level parking and create plaza in front of HP
- Connect plaza to new ballpark
- Park n ride
- Satellite parking along corridor
- Guided by pedestrian
- Street frontage, no parking along street
- Whole Foods – Stockton and Alameda
- Innovative green public space
- Future park-destination
- Should consider shading
- Themed open spaces with character
- Centennial park for events
- Should fund parks by development
- Need east-west connections

**TABLE 1**

***Urban Design and Character***

- Come up to center
- Should be taller around station
- Need transition, integrate higher level with lower levels. Step up
- Step up levels of density to acknowledge existing SFR
- Don't want to look at a blank wall
- Orchard to reflect history
- Green and activity at pedestrian level
- Spanish Embassy in DC – height in back, historic building in front
- Build on bones of historic buildings
- Eclectic – different architectural styles
- No more fake adobe
- Variety of businesses
- New York – guidelines. Give extra height in exchange for public plazas and step-backs
- Integrate public space with street
- Inspire design with historic designs/ neighborhoods

***Transportation and Linkages***

- Need west-east connections for pedestrians
- Pedestrian bridge
- Car free San Fernando with trolley and with pedestrian/bike amenities
- Improve intersections for pedestrians
- Alameda and the Transit Center
- Between D and E, south of Propose Park

- Street Diet – the Alameda
- Park Avenue – gateway to downtown, narrow it, street diet, bike lanes
- San Carlos – shade
- Street trees – shading (not sycamores)
- SR-87 blocks the city and separates communities

***Public Arts and Events***

- River walk
- Guadalupe River Park as heart of city
- Centennial Park – expand Guadalupe Park
- In-between spaces should have art
- Not just have art in front of green space
- Art where you can sit – small places to calm
- Greenery/landscaping as art
- Street frontages
- Art to tie neighborhoods together
- Underground power cables
- Lose billboards
- Signage
- Farmers Market – should be in right place
- Activity should bring people out and talking to each other
- Parade
- Home tours
- Need opportunities to have people interact with each other
- Street fairs
- Have traditional activities – fairgrounds
- Places where certain activities should take place
- Convert industrial within ½ to residential

TABLE 1

**ISSUES SUMMARY***Land Use and Activities*

- "Pedestrian-Focused"
- Get parking away from pedestrian level
- Mixed-uses, multi-uses

*Urban Design and Character*

- Transitional and variety
- Respect to existing styles
- Distinctive architecture

*Transportation and Linkages*

- Mitigate SR-87
- SR-87 cuts the city in half, cuts the Guadalupe River
- Pedestrian connections
- Lose car focus

*Public Arts and Events*

- Art is people celebrating their environment
- Integrating art into spaces

## TABLE 2

### HEADLINES

#### *Group Headline*

“San José-- Liveable Hub Redefines Capital of Silicon Valley: Innovative Plan Leads to San José Identity as Leading 21st Century City”

#### *Individual Headlines and Discussion*

“River Marathon” – Millions of Participants Completed Trail System

“Transportation Hub Becomes Art and Culture [Hub]”

“San José Arrives! Multicultural”

“Life at Street Level”

#### *Additional Notes*

- Bold plan – aggressive vocabulary – on travel, live and work
- Past/present/future, agriculture, innovative tech and importance of trails, parks, landscape architecture
- Accessibility and visibility of Los Gatos Creek – walk and bike
- Beautification
- Less super block-de-emphasize cars and parking
- Moveability – bike/walk critical to good design
- No city “heart” – not here or there
- Need landmark development more genuine than Santana Row
- Clean Design
- Sense of openness and green

- Safe for everyone – all classes of people
- Integrated use – e.g. Boston Civic Center
- Ballpark presence – winning world serves with no one driving to park
- Liveable balance – sustainable
- Hub trails mass transit and green transit walk and bike
- Great design

### ISSUES

#### *Land Use and Activities*

- Open Space for Parks and not just for baseball
- Recreational use – activities
- Mixed Use = retail and commercial and entertainment
- 365/24/7 types of uses
- Safe environment
- Enhance the parks and trails connection – more utilization of parking areas
- Intense development in immediate areas around station
- Commercial and supporting retail; outdoor activities – heavily around the station
- Retail central to station
- Housing further from station
- Innovation center directly
- Getting people to walk

TABLE 2

***Urban Design and Character***

- San Fernando Street as linkage from Diridon to Downtown San José to Cahill
- Second linkage the Alameda to West Santa Clara to Downtown San José

***Transportation and Linkages***

- Not ballpark instead of Millennium Park and commercial/housing towers
- Employment center/ support business travel – close to station
- Hotels
- “Mini” transportation
- Bike rental place, smaller bus system, segways
- Holistic transportation system

***Public Arts and Events***

- San Fernando from Diridon station to 87 underpass as a community walkspace for events and street fairs and neighborhood festivals; close off section of street
- Public art and streetscapes
- New Band shell in the park – opera; events
- Arts for entertainment
- Magnets that break people out of their world
- Events, farmers markets, interact with surroundings with each other.
- Public Art accessible – art integrated into everyday life

- Art along the trail

**ISSUES SUMMARY**

- Art integrated into everyday life
- Emphasis on commercial and retail uses
- Leave established residential
- Draw people out of the core – walkable, shuttles
- Strengthen connections along Santa Clara and San Fernando
- Large holistic plan for the ½ mile area
- Formal green spaces and architectural design both formal and informal
- Diridon being integrated into the Holistic Downtown
- Continue the Grandness of the Alameda through Santa Clara

**TABLE 3**

**HEADLINES**

*Group Headline*

“Arrived! San José’s World Class Destination Connects Regional Community to Entertainment, Art, Work, Businesses, Shopping, Parks, Play + Living, Public Spaces, Opportunities and Plazas”

*Individual Headlines*

“Arrived – First Building of Diridon Plan Due for Major Renovation and Expansion”

“San José – World Class City”

“Station Transformed/Changes How Valley Lives, Works”

“Excitement Abounds at San José’s Diridon Hub!”

*Additional Notes*

- Progress Plan Lots of Private Investment – fluid, dynamic, start now, continue to improve, world class city station area identity for San José
- Easy bus ltr hsr car rental
- Art piece as identity
- Mixed use – affordable housing, dynamic retail, entertainment, arts, theater, excitement!!, walkability- green pedestrian
- Quality design – keep historic aspects, public spaces
- Station as regional asset – whole valley. Live and work, rethink access. Name-sake: Diridon Light Rail everywhere
- Hub-connected, technology and destination

**ISSUES**

*Land Use & Activities*

- Which ones?
- Plazas and public space – connected!
  - Satellite/underground parking
  - Transit connections
  - Baseball? Not consensus for it
  - Corporate campus
  - Places to sit
  - Trees, trails, recreation
  - Art, public Space
- Don’t want
  - Strip malls, just high density without public space, 4th street parking garage huge, visible parking street
- Appealing affordable housing
- Housing and mixed use along river
- Like San Antonio river walk
- Look at adding areas to plan
- PARK

*Urban Design & Character*

- Improve bird into area
- Trails – places to walk
- Curb ramps
- Ped safety
- Attractive
- Comprehensive, coordinated, design
- Early community involvement
- Priority design
- History – heritage
- High technology
- Quality materials
- Community input/accountability

TABLE 3

***Transportation & Linkages***

- Keep Montgomery as a ped corridor
- Park is under utilized
- Bike trail on river (Los Gatos Creek) to Willow Glen and beyond
- Better ped connections – across tracks, underpasses. Scary at night
- 15' plus wide sidewalks
- Stick to TOD guidelines
- More lrt
- Shuttles to downtown, light rail, remote parking, rental cars
- Connect Santa Row, Valley Fair, North 1st, along Autumn
- Development pay for transit
- Station design transit interchange – ease of use

***Public Arts & Events***

- Chicago shiny bean (?) something iconic
- Fun sidewalks
- Tech theme
- Mixed with old/heritage
- Concerts
- Small amphitheater in plaza
- Open studios – art tour
- Better connection to downtown
- It's not downtown, it's some place different. Too far, barriers
- Cultural resource/museum (water building)

**ISSUES SUMMARY*****Land Use and Activities***

- Connected plazas and public spaces

***Urban Design and Character***

- Pedestrian orientation – walkability
- Art and quality of design – design contest/ ideas
- Mix of old and new
- UD: pedestrian orientation quality design, mix of old and new

***Transportation and Linkages***

- Improve pedestrian linkages, especially on the creek
- Better transit connections to other San José destinations

***Public Arts and Events***

- Make part of the plan, more small things, small venues
- More smaller venues? Do we have enough? Works with scattered plazas
- Art is part of plan – more office things



**TABLE 4**

**HEADLINES**

*Group Headline*

“Diridon Station – A Great place to live, work & Play”

- Safe
- Open Space
- Accessible/active
- A place for us
- Our field of dreams
- Building for the future without letting go of the past
- Santana Row model
- Create an identity

*Individual Headlines*

- “Connecting People & Places”
- “Convenient, Safe, Attractive”
- “Live, Work & Play at Diridon”
- “Station of the Arts”
- “Transportation for the People”
- “Culture & Transportation”
- “Green & Sustainable”
- “San José’s World Class Shopping Entertainment & Biz Center”

*Additional Notes*

- Jobs & economic
- Great outdoor place
- Good trail Connections/Creeks River
- Accessible public spaces
- Wide open spaces (Keep it clean)
- Activities
- Cafes/shops
- Attractions/inviting
- Public spaces at ground level
- Town center/Piazza/Gathering place
- Must be busy/active area

**ISSUES**

*Land Use and Activities*

- Restaurants, outdoor cafes
- Maintain low rise less than 12 stories, restrict heights
- Family oriented
- 1st two floors retail/commercial
- Avoid lot parking – prefer structured parking throughout
- Wide sidewalks
- Cafes – street seating
- Bike lanes
- Rental car facilities
- Car sharing
- Limited short term parking
- Protect W. San Carlos as Commercial retail (Develop)
- Maintain commercial industrial areas

*Urban Design and Character*

- Parks near the rivers/creeks
- Public spaces surrounding the station
- Be able to walk or safely bike to services
- Mix of heights
- Low rise w/ on-street activities
- Include variety of housing rates – market & Low cost
- Bike lanes/network
- Pedestrian lighting
- Autumn Parkway (keep Green)
- Maintain trail access 24/7
- Bike/Ped systems should not be an after thought

TABLE 4

***Transportation and Linkages***

- Charge for parking
- Stack parking or underground
- No surface parking lots
- Bike bridge at Montgomery & Park
- Santa Clara/Alameda bike/Ped Connection must be improved
- San Carlos Bridge Bike access must be improved
- Auzerais Bridge bike/Ped access needs improvement
- Diridon District should pay for permit parking in nearby neighborhood

***Public Arts and Events***

- Gallery space in expanded station
- Art should be integrated into entire project
- Private developments should contribute to art
- Access to inexpensive art activities
- Outdoor concerts & theater
- Small scattered/hidden Art pieces
- Artists lofts/studios
- Participatory Art activities for kids
- Build art into ALL infrastructure
- Bridges
- Man hole covers
- Street lights
- Tree lined streets
- Iconic piece & Scattered pieces
- Integrated Art
- Identify/connect to cultural roots of the region
- Don't be AFRAID of color!

**TABLE 5**

**HEADLINES**

*Group Headline*

“Vibrant, Livable Station Area That Balances Between Old & New”

*Individual Headlines*

“Vibrant Eco-Friendly Community”

“Best Place ‘Live – Work – Play”

“A Little Bit of Everything a Train Ride Away”

“Diridon Station Mini-Mall Impacts Neighborhood”

“San José Truly Becomes One of Largest Cities”

“Dream of Vibrant Urban Village Comes True”

“Vibrant, Dense Green, Beautiful Gateway”

**ISSUES**

*Land Use and Activities*

- More open space & Public parks
- Connected paths
- Neighborhood commercial retail, small business
- Places to meet people. e.g. cafes, movie theatre, community centers, sports
- Where: Alameda, San Carlos for retail & Parks
- Blighted areas along Park Ave. Good for housing
- Mix of high & Mid rises

*Urban Design and Character*

- What would make you want to live here?
- Need to make it walkable
- Safety
- Better looking streets
- Convenience/accessibility
- Improvements:
- Improve lighting
- Cleanliness
- Neighborhood business

TABLE 5

***Transportation and Linkages***

- More paths that connects east – west
- Existing areas/tunnels for cars need improvement -> more people friendly e.g. San Fernando St
- Bike paths should connect to existing & new parks
- Underpass = Dangerous
- Linkages to public spaces like museums
- Existing Transit does not take people to places they want to be
- Need more user-friendly station. e.g.. Retail shop
- Increase gas prices -> more people will use transit
- Have 24-hour uses

***Public Arts and Events***

- Multi-use/event space/public space
- Farmers market
- Active public art
- Have coordinated events involving community & Merchants
- Need to promote local art. e.g.. Opera, museum, cathedral
- Posters in station area
- Public art in station area can link to local art center/locations

**ISSUES SUMMARY*****Land Use and Activities***

- CONNECTIVITY: Thru Public spaces – will drive economic growth

***Urban Design and Character***

- Range of buildings
- Step down heights from 15 stories near station to 4 stories near neighborhood (RANGE OF HEIGHTS)

***Transportation and Linkages***

- Seamlessly integrated connections between recreation & retail

***Public Arts and Events***

- Activities that encourage people to get out of cars

## TABLE 6

### HEADLINES

#### *Group Headline*

“California Today: Welcome to San José All Aboard ‘Special Edition Diridon Station’”

#### *Individual Headlines*

“Valley Skypark or Skyway”

“Destination Diridon”

“All Aboard”

“San José Achieves Sustainability With Community Projects”

“Welcome to San José”

“Eureka, Epicenter for Silicon Valley Friendly Located”

#### *Additional Notes*

- On the magazine cover:
- Headlines & explanatory comments:
- Individual
- More parks, green, art
- View from the air
- Transportation
- Crowds descending on new urban mode
- Not part of downtown
- Separate place, vibrant & active
- Not urban emptiness
- Complexity, conversion to mega transportation
- 3 biggest in west coast

- No spin off’s? – Berlin
- Yes other – Japan?
- Living, open space, connectivity, retail
- Sustain itself, parks, open space
- Regional and local
- Gateway – downtown better
- Gathering – parks, pocket park
- High diversity, art, housing, office
- Where is Silicon Valley?
- Richter score
- Connection to downtown, which is for city this size
- Regional meaning more than San José
- Not ‘master hub’ many hubs
- Like Manhattan with many hubs, neighborhoods
- More diverse - many hubs
- Own identity, but connect to downtown
- Connection to airport as entrance to San José
- Bikes & S. Pedro plan – housing ‘yes’, more connections, plan, grass, green
- Baltimore, NY City, Settle
- Easy by bikes
- Word: Gateway to San José – Silicon Valley – NOT next to SF
- Place
- Neighborhood (s)
- Hubs (s)

TABLE 6

- Airport & Transit
- Landmark
- Unearthed
- Regional
- San José
- Destination
- Welcome
- Ownership
- Think bigger
- Other ideas
- Identity
- Art
- Light tower
- Climate clock
- Iconic
- Pop
- St. Louis arch
- Here 4 active
- Ball park or not (?)
- SF China Basin
- Not San Francisco
- San José Arrives “Welcome to San José all aboard” “watch you step” Stepping out”

## ISSUES

### *Land Use and Activities*

- Outdoor getaway space
- Baseball stadium
- Cultural center, theater
- Balboa park, San Diego
- Not room for everything: only to east of tracks
- Residential to north: Flight path, with communities & Mixed use
- Office with mixed use in central
- What is outside station? Like to west of station – Cahill Park
- Urban ball park/stadium
- Yerba Buena Gardens – good park
- Courtyards
- Urban open space(s)
- One hour at station – what do you do?
- Central – Union square (SF)
- Outdoor pedestrian spaces
- ‘Real Urban Open Mall’

### *Urban Design and Character*

- Parks? – Large, Small, Linear, roofs
- Connection – station to Los Gatos creek, Trails
- Boulevard – walking existing street
- N & S path with residential along trail
- San Fernando & Green

**TABLE 6**

- Santa Clara – Pedestrian/Amenity & Retail higher end. Connections. Boulevard
- Reduce barriers of B7 to connect to downtown
- Potential of Santa Clara pedestrian link to events
- South area – infill, keep commercial & residential

***Transportation and Linkages***

- Memorials?
- Parking – under stadium
- Cut in half – parking
- No parking at Transbay, SF and Grand Central in NY
- Underground parking? Two levels
- Buses, taxis, rental cars?
- Garage for rental at airport (cars 80%)
- Shuttles to station area to airport
- Transit – free shuttle to parking
- “Have to have it” shuttle

***Public Arts and Events***

- Multiple (?) – art throughout
- At 87 underpass
- Along parkways
- More at (?) park
- Fountains
- Something spectacular – e.g.. Millennium Park
- “(?) in Parks” expand
- Noise and art
- Flight pattern change?
- Not large parking station in central area
- San Fernando – Mall in W DC, (?)

- North (?) – walkway, art on North South Way
- String of parks – along walkways and in parks

**ISSUES SUMMARY**

***Land Use and Activities***

- Urban mixed use and green boulevard (San Fernando) with central mixed use and retail office, residential North and South

***Urban Design and Character***

- String of parks along Los Gatos Creek and Autumn Parkway and Railroad. Sustainable, walkable transit

***Transportation and Linkages***

- Parking at airport (no room in central area); shuttles and people movers; parking under two levels; all other transit – Santa Clara, taxis, buses, etc; innovative transit please

***Public Art and Events***

- One signature piece at station and along boulevards and greenways. Everywhere and events.

TABLE 7

**HEADLINES****Group Headline**

“Diridon – Destination for Locals and Travellers”  
 [Image] Vibrant, Playful Community – Timeless  
 and Changing Constantly. Parks, Rivers, Trails  
 Outside.

**Individual Headlines**

“An Urban Community on Human Scale” – 2nd  
 street example, not overwhelmed by arch.

“Diridon Station Utilized Complete Streets  
 Vision”

“San José Great Streets, Great Buildings, Great  
 Place”

“You Are Here”

“Diridon Station the Motherboard of SV”

“Playful Design Creates Destination for Locals  
 and Travelers Alike”

**Additional Notes**

- Use streets to bike, walk, transit
- More user friendly
- New streets are a little dangerous
- Need easier access
- Design streets for cars
- Existing architecture
- Intersecting map showing all forms of access to the area
- Breaking the grid
- Vendor carts, smaller vibrant activity
- Utilize the outdoor environment
- Hub: tech, state of art, solar, green
- Connecting the hub
- Represent what San José is

- We are green, high tech, terminus
- Capital of Silicon Valley
- Wow – this is San José
- Birthplace of tech, they see art, diversity of culture
- High rise with iconic style artwork
- Stepped down arch. Different scales
- Multi-use
- Playful, movement/motion
- Stop, pause
- Interact with environment
- Create fluidity
- Individual/personal space within open space
- Iconic attractions
- Makes daily commute more pleasant
- Micro area around station could include alternative choices.
- Human scale, motherboard, vibrant, wow, green, complete, place, destination, playful, outside, environment, role of commerce, diversity of commerce, Farmer’s Market, outdoor kiosks, changing constantly, timeless, organic, CENTRAL PLACE, COMMUNITY, PLAZA.



**TABLE 7**

**ISSUES**

*Land Use and Activities*

- Areas outside of orange lines need to stay intact as nice neighborhoods
- Preserving existing/historic areas
- Hwy 87 is like a wall
- Need to have gateways/ped connections into Diridon area
- Enhancing existing gateway connections developing new connections
- Daylight the creek
- Park adjacent to Los Gatos Creek
- Enhance connections as Guadalupe River for bikes/peds
- Development east of Hwy 87 needs to connect well with Diridon area
- This side connected to that side!
- Key connections joggers/ped/bikes
- Potential for Little Italy connection
- Need high density ground station with every opportunity
- Mix of uses – res/retail/office

*Urban Design and Character*

- Design for people, de-emphasize cars
- Stay away from design that’s not human scale
- Street level (1st 10-30 feet is critical)
- Signage, awnings, street level variation
- Potential for Paseo or walkway
- What is WOW?
- Lot of people doing different things
- Lot of people in spaces (central place)
- Making San Fernando entirely ped
- People can get to area without cars

- Get rid of parking lots, put someplace else
- Design elements, ground level and streets are very important
- Need plaza with a lot going on – full of commerce and many activities
- Wow for station is grand and larger scale, while surround area is human scale
- Being able to program, such as festivals, etc

*Transportation and Linkages*

- Bike rental program/segways
- Services from Station area like DASH but more frequent
- Clean access (easy to use)
- 1st and last mile
- Well signed, clarity, continuous walkways
- Have good signage, but so obvious that you don’t need signage
- No 4-lane state highway for Autumn St. get Hwy 82 out of here
- Transit for airport has to be at Diridon Station (one-seat connection)
- Direct, strong, predictable connection to San José
- Airport needs to have good connection to area to make it a destination

TABLE 7

***Public Arts and Events***

- Playful – events, festivals
- Playful location like fountain by Fairmont, Bean in Chicago
- Interactive
- Large, WOW installations like bow and arrow in SF
- Interactive/high tech
- Getting tech museum installations outside
- Something you would take photo in front of and send to someone
- Historic Diridon St as place destination with new station around it. Like Ferry Building – it is not really a ferry building anymore, but a destination
- Shouldn't happen: Big box, McDonalds type,
- Chains are OK
- Nothing where icon distracts
- No one thing dominating area
- No surface parking

**ISSUES SUMMARY*****Land Use and Activities***

- Integrated diversity

***Urban Design and Character***

- People
- Scale (human), lots of them, interesting, activities, family, safe

***Transportation and Linkages***

- Complete streets, clean access, erasing “this side/that side” (of 87)

***Public Art and Events***

- Playful tech – Diridon as a place
- Integrated with environment – want to take a photo

## TABLE 8

### HEADLINES

#### *Group Headline*

“Diridon – Complete and successful transit interchange. Better public transportation in San José.”

#### *Individual Headlines*

“Ecstasy comes to San José”

“New Destination – Play, Work, Live. New District”

“Bringing the World To The Valley. Transit, Public Spaces, Destination, Mix of Appeal. Transit Riders, Residents and Tourists.”

#### *Additional Notes*

- Making connections – facilitation more important than facilities, ease of access to mobility, connections on multiple levels, ability to move and connect, major hub.
- Integrating historic plus new: neighborhoods (integrated and sustainable), blend of modern and traditional, referring back to history, not necessarily super modern, landscaping in overall plan
- Minimum requirements – neighborhoods absolutely thrilled. Variety, achievable, transition/buffer zone, integrated and connected station area, historic references, not just dropped in!
- New center of California – Madison Square Garden, Penn Station, Multi-levels, vertical integration, entry into San José, adds mental image to help define already nice city, connections to SF/Fresno/LA/Disneyland
- Visit Getty for the day – lunch in BH, back for dinner, affairs on the rise (LA and SF!), rendezvous on/off train

- Neighborhoods and travelers ecstatic, integration and connections, people and activities (it’s not the trains themselves, it’s the vibrancy, activity, linkages and connections they create), Diridon is both a destination and a gateway
- Transit ridership facilitates profitable developments in surrounding area
- Rich mix of uses, new and existing
- Successful integration with downtown and neighborhoods
- Preserves, protects and leverages, and historic assets
- Neighborhoods pleased with lifestyle, values and quality

### ISSUES

#### *Land Use and Activities*

- Eating/quality dining
- More high tech businesses
- Eliminate heavy industrial
- San José State, satellite campus – more educational facilities, take advantage of BART/transit
- Clear open space design – clarity of wayfinding, connecting trails, create/complete the network
- How are ideal land uses compatible with elevated rail lines? Noise.

TABLE 8

***Urban Design and Character***

- Traffic segregated/restricted
- Good ped connection downtown to Alameda – Boulevard
- Generous sidewalks
- San Fernando – increasing importance in connection to downtown
- Good grid of pedestrian connections – choice!
- Improved bike connections and facilities
- Role of cars? – need to work out balance
- Center area: V. Dense Core – transition out
- Use buildings to define good quality public spaces and streets
- Height and density – exponential impact on surroundings
- G-8 stories “carved out” streets and spaces. Feels more comfortable

***Transportation and Linkages***

- Great bike network and facilities
- Bike sharing
- Shuttle buses in both directions (single one-way loop now)
- Underground parking or integrated in buildings above ground – save the ground floor for human activity
- Restrict parking supply to avoid congestion
- Parking district
- Managed by city, shared uses, multiple small parking structures integrated into built environment better than larger structures
- Surround parking structures with other uses (i.e. Petco Park)
- Free parking – don’t price out people/ customers (i.e. Santana Row)

- Tourists will pay for parking, but residents won’t
- Well-designed adequate parking supply – find the right balance – shared!

***Public Arts and Events***

- More music – outdoor (Guad. Riv. Park)
- Bad taste sells?
- Recognize videogame and high tech industries
- Integrated into UD
- Iconic
- Interactive
- Sidewalk art

**ISSUES SUMMARY*****Land Use and Activities***

- Get the mix right! Vertical and horizontal – people jobs, places, properly integrated
- Big public square/civic space on arrival at train station

***Urban Design and Character***

- Pedestrian friendly and building on existing modes

***Transportation and Linkages***

- Hierarchy: WALK, BIKE, TRANSIT, CARS.

***Public Arts and Events***

- Some permanent, some temporary
- Should reflect history and future

## TABLE 9

### HEADLINES

#### *Group Headline(s)*

- “Make San José the best place to live, not only the destination place”
- “Make something historic/iconic/incorporate art so we know where we are (height)”
- “Iconic Station – San José Found the Way. Blends Old, New, Family, Fun”

#### *Individual Headlines*

- “Welcome To San José, a Terrific Place to Visit and a Handful of Places to Live”
- “Stop and Play in San José – Stay and Work in San José” – Keep the Jobs”
- “Orchards Become The New Diridon Area”
- “Employment”
- “San José – Nice Place to Live Well – Green, Walkable, Safe, Quiet at Right Times (Night), Easy to Get Around – Connectivity”
- Diridon Station – “Newest Jewel of the West”

#### *Additional Notes*

- Avoid gridlock of all kinds. Maybe grade separate
- Vibrant atria – people living here, ballpark, arts, good concert venue. Likes that area has concerts, etc.
- Iconic station into future – needs expansion but also preservation of existing station
- Wants to see historic fabric integrated and not segregate uses – don’t need to re-invent use commercial, antique, housing all integrated
- Don’t destroy buildings that are existing, re-use to integrate (i.e. “Little Italy”)
- Lighting tower opens in Diridon Station. Icon for San José – bring in the old for new structure. Honor the past and the future

- Creatively solving traffic and congestion. Don’t want to drown in cars. Useful in creating modes of transportation
- Wayfinding – differentiate between the different modes, make it clear if you are going to SF or LA
- (St. Leo’s, Sunol, Midtown) Neighborhood needs to be better integrated to the station – easy access/dropoff and better/safer
- The connectivity has to work!

### ISSUES

#### *Land Use and Activities*

- Restaurants
- Pocket parks
- Employment on Area H to link to Downtown
- Integrate parking

#### *Urban Design and Character*

- Area H – 5 stories (3)
- Area H – high-rise employment 10-15 stories (2)
- Area H – orchard (2)
- Area A – no asphalt parking lot – one story
- 5 stories mixed use, preserve what neighborhood is left, preserve Henry’s Hi Life, Sunlight bakery building
- Soccer/baseball/sports field in upper area C and lower area D
- Area A – central parking garage that is screened or wrapped with mixed use.
- Orchards in street and actual orchards
- More green in general
- Higher densities in highlighted areas so development stops in edge

TABLE 9

- Grand Plaza in front of Diridon Station for multi-purpose activities – programmed events
- Public swimming pools
- Nice farmer’s market for restaurateurs and farmers
- Employment on H
- Stay low-rise

#### ***Transportation and Linkages***

- Northern end of “D” better access trail to station
- Open Stockton Ave s/o Alameda to allow access to train station
- Aerial tram HSR Station to Airport
- Moving sidewalks from tram station to downtown – make it short and quick
- BART – Diridon to San José Airport/ other ways
- If parking structure – green roof all
- Area G – parking with or without ballpark

#### ***Public Arts and Events***

- In Section H, light tower
- In plaza
- Free music events, music in the park
- Theater, dance, jazz, mariachi, movie outdoor
- Serve the nearby neighborhood
- Quality lasting high-quality art – iconic
- Functional art incorporated, no temporary gadgets
- Split between Montgomery and Autumn is crying for a feature
- Push parking out – out of sight, out of mind, UG parking preferred
- Just disabled spots near HP

- More kiss-n-ride drop off areas and wait/cell phone lots
- Increase bases and shuttles, especially for arena events, so decrease driving/ parking stats: give priority to bus pickups and transit, make it more convenient than driving
- Utilize existing downtown parking
- Don’t be arena parking centric, make it for multiple uses
- BART free between Diridon and downtown or fare linkage to HSR
- Wider sidewalks

#### **ISSUES SUMMARY**

##### ***Land Use and Activities***

- Park linkages to bike trails, etc
- Pedestrian access to downtown and neighborhoods
- More trees on streets with closed canopies
- No more palm trees

##### ***Urban Design and Character***

- Presentation of existing historic neighborhoods

##### ***Transportation and Linkages***

- Better linkages/access 360 degrees around the station. Currently difficult to access Station.

##### ***Public Arts and Events***

- Parking near highway off-ramps
- Kids playground incorporated as art
- Artful street fixtures
- Functional art, don’t spend as separate use, make useful

**TABLE 10**

**HEADLINES**

**Group Headline**

“Do You Know the Way to San José?”  
 – Cannery District, San José’s New Urban  
 Transport, Entertainment, and Residential Hub

**Individual Headlines**

“Destination: San José”  
 “Placemaking at its Best – Local and Beyond”  
 “The Future is Here”  
 “Do You Know the Way to San José”

**Additional Notes**

- Destination in itself
- There’s no “there” there (Oakland example)
- Sports venues provide reason to go there
- Destination: San José
- Kyoto – all low rise. Gateway to Kyoto
- Place to leave from transit hub to get places
- Need a draw for people
- Future extension of downtown “West Downtown”
- Downtown West – create hip destination for young people. Don’t want to go to a “train station”.
- Don’t associate with Downtown. What is Downtown? The problem with San José.
- “Cannery District”
- “Station District”
- San José’s New Urban Center

**ISSUES**

- “Strong connection” from existing what we call “Downtown” to the area; make it safe to get to.
- Riverwalk along Los Gatos Creek, walkable, usable, tie it into new development
- “Farmer’s Market” community event
- Ice cream shop, movie theater, place to hang out
- Station that is iconic – better than city hall – stand out on skyline.
- Navlett – cool building; save brick to use in ballpark
- Keep old neon signs – spread around area
- Cover entire station – glass and steel keep historic station underneath
- Let neighborhoods on West decide what area looks like/ design style
- Art – Farmer’s Market, art walk, fountains

**Land Use and Activities**

- Periphery should blend into existing residential – transitional uses
- No sensitive LUs near highways/freeways – avoid elderly, children
- Open space – office development, open plazas, etc

TABLE 10

***Urban Design and Character***

- Push height limits
- Retail
- Keep height limits down – high rises not tall
- Paseos
- Retail place to shop to get people out of cars – along San Carlos Street
- Parking not to intrude into neighborhood – underground or design well

***Transportation and Linkages***

- San Carlos monorail to Santana Row/ or “trolley” like San Diego Valley Fair
- Monorail could be novelty
- BART should go to the airport like all other international systems.
- Affordability component so anyone can live there
- High-end housing

***Public Arts and Events***

- HP to ballpark – open space
- Example: Petco Park in San Diego, Ballpark in Portland – Triple A field, don’t have ballpark overwhelm area.
- Underground parking with Green Space over top
- Quality of life – spaces that aren’t profit oriented – skate park public spaces
- Area closed to traffic – retail area. Example, Wilshire Boulevard
- Connect neighborhoods to retail
- Public space and retail, which is important

**ISSUES SUMMARY*****Land Use & Activities***

- Affordable and high end housing, strong retail uses and open/public spaces

***Urban Design and Character***

- High rise at train station, use old brick/signs, transition design next to neighborhoods – iconic station

***Transportation and Linkages***

- San Carlos trolley/monorail underground parking, strong connections to neighborhood and Downtown

***Public Arts and Events***

- Farmer’s Market, art walk, fountains