

## APPENDIX B: OTHER RELEVANT DOCUMENTS

## B.1 Harvard Study Program

### BACKGROUND

The Harvard Graduate School of Design selected the Diridon Station Plan Area for one of its urban design studios during the spring semester of 2009. The studio was sponsored by the City of San Jose. The course was titled 'New Ways: San Jose' and students were encouraged to think about the urban design of the Diridon area in three 'New Ways':

1. New means of transportation with which people can now reach the Diridon Station area as well as future transit lines to be brought to the site, such as the proposed and recently approved California High Speed Rail
2. New technologies developed in the area of San Jose and Silicon Valley in the last twenty years, technologies so innovative and so important that they have made globalization possible and have changed the way in which people live today
3. New urban techniques - equally inventive ways of urbanizing that will need to be deployed in the design of the new Diridon Station Area in order to produce an appropriate and contemporary urbanity, one befitting the culture of technological innovation referred to above

### DESCRIPTION

The students were given a detailed description of the location, context, history and condition of the study area, all of which is included elsewhere in this Existing Conditions Report and therefore not repeated here. They were also given the following introductory statement about the urban design goals and challenges of the study:

The City's downtown core is just beginning to be developed in a way that is commensurate -- in terms of innovation, urban design, place-making, and mixed uses -- with its technological renown. Major efforts are underway to attract high-tech employment to downtown. Adobe Systems has 2,000 employees in its downtown headquarters and has acquired another site in the Diridon Station area to double its presence. The downtown core has also seen significant development in high-density condos and luxury towers. Restaurants have moved in and there is coordinated City effort to develop even more entertainment options (live music, wine bars, etc.) downtown. As part of this transformation, the City is undergoing a significant planning effort to redevelop the Diridon Station area.

The Station is a 10-minute walk from Adobe System's corporate headquarters and a 20-minute walk from the Richard Meier-designed City Hall. Within one-half mile of the station, there are a score of underdeveloped blocks with the potential for several million square feet of offices, thousands of housing units, supporting retail and services, and a major investment in pedestrian and bicycle paths along the adjacent Los Gatos Creek and Guadalupe River park system. Thus, the location of the station has the potential to generate high ridership volume, with future daytime and nighttime uses activating the area into a vibrant development. Indeed, the City's Director of Economic Development calls it San Jose's 100% corner.

However, beyond the aspects of functionality and economic viability of the area, Diridon is ultimately about place making. The liveliness and success of the place will depend fundamentally on its character and urban design, on the relationship between buildings, space, uses, and people. The goal is not just to create a fiscally stable job, entertainment, and retail center with housing: Diridon should be a place where people want to be.

This entails that Diridon symbolize and be a place of culture, innovation and diversity, qualities that attract, retain, and produce a talented workforce and creative class. These are the qualities that have allowed technological innovation to thrive in San Jose, and are the same qualities that must find their counterpart in San Jose's built environment. The creative class is drawn to built environments that provide an authentic urbanity and a distinct cultural identity. These environments cluster dynamic uses -- live music, the arts, restaurants, farmer's markets, residences, work, shopping, and coffee shops -- together so they become cultural gathering points. Diridon Station, as a dynamic built environment, should be a functional and emotional space. These spaces are currently lacking in San Jose, its built environment far from reflecting the entrepreneurial dynamism of the City's creative class. Diridon Station can change this in a monumental way, and transform the way people experience and interface with urbanity in a traditional suburban city.

In order to achieve these goals, Diridon must be walkable. It must be activated with people as much as possible with cross uses. The land use plan should have interesting and lively programs and uses to draw people in during the daytime and nighttime. The space should be rigorously used at all times. Thus, the physical placement of uses, as well as the quality of user experience, must be meticulously examined. These considerations are the domain of urban design and architecture, and a prime focus of the Diridon Station Study Area.

In summary:

1. Diridon is a very important regional transportation node adjacent to downtown, and there is ample room for redevelopment.
2. For a variety of reasons, mostly having to do with commuting problems and changes in lifestyle expectations, the high profile high-tech corporations of Silicon Valley prefer now to relocate downtown. They will become the main occupant of the new district.
3. These corporations and their related enterprises amount now to a veritable sub-cultural formation; in other words, they display specificity of character, of working conditions, of desires and of imagery.
4. Can these overlapping conditions generate an equally distinctive urbanity? Can urbanism and architecture now produce a new locus befitting the 21st century conditions of a thriving Bay Area city, and of a re-interpreted Silicon Valley culture?

## **PROCESS**

The students were divided into six teams and were given the semester to produce land use and urban design proposals. The teams met with each other, academic staff and representatives from City staff throughout the process to discuss ideas and gain feedback. The study concluded with a joint presentation to City and Academic staff by each of the six teams in turn, followed by a summary which attempted to draw out common themes and ideas.

The six schemes are described briefly and illustrated below, followed by the studio group summary.

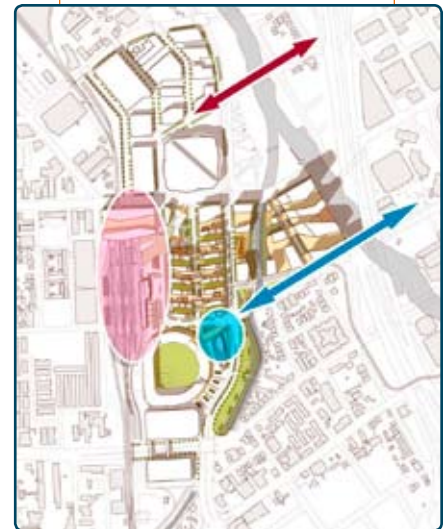
### SCHEME GSD1: FINE-GRAIN MIXED USE DEVELOPMENT

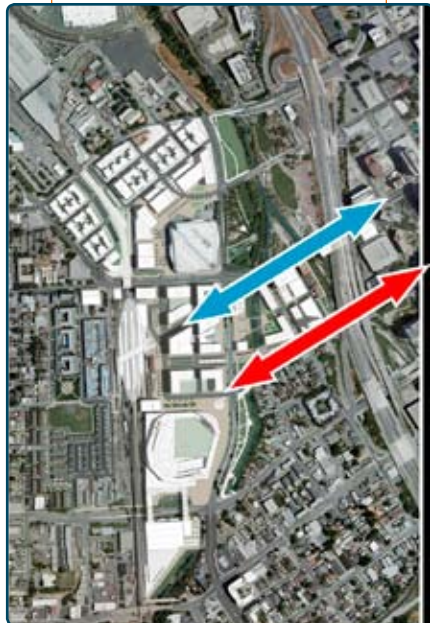
This scheme proposes a strengthening of the linkages along West St. John Street and West San Fernando Street. These view corridors are terminated by a major new entrance to the HP Pavilion and an iconic new mid-rise building adjacent to the new ball park respectively. The station is perceived as a large glazed shed over elevated tracks with a new air-rights mid-rise commercial development between the station shed and Santa Clara Street.

Parking structures are located to the perimeter of the study area, in two concentrations. One is south of the ballpark on both sides of Park Avenue and the second is on the current HP Pavilion surface parking lot adjacent to the railroad tracks to create a buffer zone for the new mixed use development to the east.

The remainder of the study area is planned out with a series of long narrow east-west oriented buildings in an orthogonal grid pattern perpendicular to the station and respecting the existing north-south Street network of Cahill Street, Montgomery Street and Autumn Parkway. East of Autumn Parkway, the grain changes to allow larger and higher blocks overlooking the creeks and relating more closely to scale of buildings downtown, just across the elevated freeway SR 87.

The grid of spaces in-between the buildings is conceived as a network of linked green spaces which connect the station, the ball park and the major public spaces to each other and to the linear green spaces along the two creeks.





## SCHEME GSD2: AXES AND PUBLIC SPACES

The primary premise of this scheme is the creation of a new public axis along the length of Santa Clara Street with City Hall at one end and the new station anchoring the other end of the axis. The grid of new buildings within the study area respects this new axis, creating a new view corridor from the station entrance through the study area and out onto Santa Clara Street as it passes through downtown. A secondary axis along West San Fernando Street terminates in a view of the new ball park.

The station is conceived as a long glass shed over elevated tracks with a secondary rectangular volume rotated at an angle to the shed to address the new primary axis along Santa Clara Street, thus creating a prominent and formal main entrance to the station which is aligned with the downtown street grid. Parking structures are located south of the new ball park and around two sides of the HP Pavilion, forming a buffer zone between the pavilion and a grid of new mid-rise mixed use blocks south of Julian Street on both sides of the railroad tracks.

For new high-rise buildings are proposed, two on the eastern edge of the study are overlooking Guadeloupe Parkway and two more on the far side of SR 87, beyond the defined study area and within the downtown grid. These 4 new high-rise buildings have a similar architectural treatment and are intended to tie together the developments on both sides of the elevated freeway.

The center of the study area contains a grid of mid-rise mixed use buildings and public open spaces which relate to the existing grid of north-south streets and the new primary axis/view corridor through the study area and along Santa Clara Street.

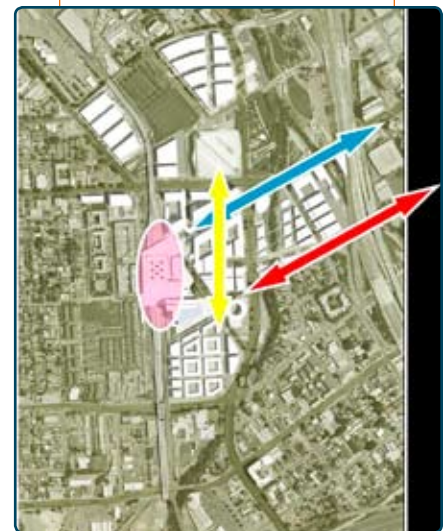
### SCHEME GSD3: CENTER OF INNOVATION

This scheme also proposes a continuation of the Santa Clara Street axis through the study area, terminating at the new station entrance. Furthermore it proposes a continuation of West San Fernando Street across to the railroad tracks to the west of the study area and another new Street, perpendicular to and connecting the first two, also terminating at its northern end at the station concourse. This street could be considered to be an extension of Stockton Street to the north of the study area. Thus the new buildings throughout this scheme are laid out with respect to this new 'rotated' grid which has been overlaid on the existing north-south grid, creating a number of trapezoidal building blocks.

The station is conceived as a series of connected volumes and shapes with the highest block to the south and an elevated green roof garden above the tracks at the northern end which ramps down gradually to provide pedestrian connections to the Santa Clara Street access route. This rooftop garden is punctuated by large openings which allow natural light down onto the tracks and platforms below.

This scheme does not include a ball park. Much of the existing surface parking to the north of the HP Pavilion is retained intact with new parking structures arranged around all three sides of the surface parking lot.

The remainder of the new development is contained in mid-rise blocks of a finer grain which relate to the rotated grids and respect the grain of the surrounding neighborhoods.



*Taller buildings are concentrated along both sides of the new Santa Clara axis as it passes through the study area and two new mid-rise buildings are shown west of the railroad tracks along the Alameda, beyond the formal boundary of the study area. These are similar in size and scale to a further two new buildings east of the tracks and are intended to tie together the developments on both sides of the elevated tracks.*





### SCHEME GSD4: SILICON ALLEY

This scheme emphasizes South Montgomery Street as the primary north-south axis, connecting HP Pavilion in the north with a new ball park on land south of West San Carlos Street, beyond the boundary of the defined study area.

This north-south spine, dubbed 'Silicon Alley' is the organizing element for almost all new commercial and residential buildings in the scheme, including the proposed headquarters of several well known high tech businesses. Located at the cross-axis with West San Fernando Street is the main public open space, and this aligns directly with the main entrance to the new station building.

The new station is depicted as a linear skeletal framework, presumably glazed, above the elevated tracks.

The commercial buildings located along 'Silicon Alley' are mid-rise along the street but have higher volumes set back from the street. The front surfaces of these higher volumes are depicted as large planes for high-tech signage or branding with interactive billboards.

Parking structures are relegated to the outskirts of the study area. One is located at the northernmost side of the HP Pavilion surface parking lot, one is south of Park avenue alongside the railroad tracks and a third one is positioned in between the two creeks to the east of the study area, overlooking the elevated freeway. Much of the existing surface parking lot around the HP Pavilion is left intact.

New public open space is focused on the new plaza in front of the station entrance, a small triangular park south of Otterson Street and the grid of new streets within the commercial area, linked to the creek trail system.

## SCHEME GSD5: CORPORATE CONVERGENCE

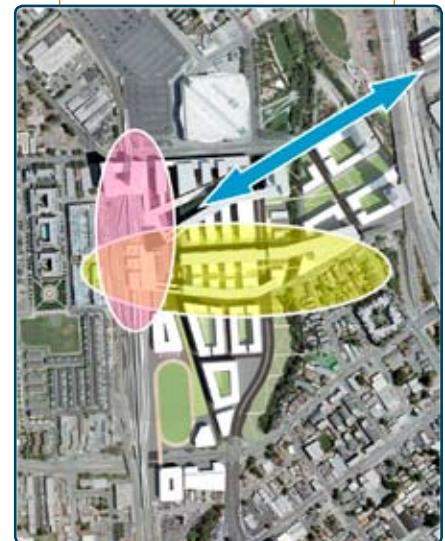
This scheme concentrates on strengthening the ‘corporate’ relationship between new commercial activity in the station area and the existing downtown core. The layout and focus of new buildings, streets and major public open spaces are strongly focused on creating new linkages to downtown.

New mid- to high-rise buildings are planned for the south side of Santa Clara Street, across from the HP Pavilion and further west across the railroad tracks at The Alameda. A distorted grid allows for a blending of new and existing street patterns to create strong linkages and view corridors to downtown.

Much of the emphasis in this scheme is in on the placement of new corporate high-tech headquarters buildings within the station area and the alignment of these to create view corridors and connections to the new station. The station itself is relatively small, leaving much of the track and platform areas outdoors.

This scheme shows a large playing field and running track to the south, but does not include a base ball stadium. It appears that, in general, parking demand is being dealt with on a block-by-block basis, as there are only two small parking structures shown to the north and south of the playing field.

This scheme does not include any proposals for the areas north of Santa Clara Street, leaving the HP Pavilion, surface parking area and surrounding land uses intact.





### SCHEME GSD6: SPORTS COMPLEX

This scheme concentrates the sporting facilities in one location. The new ball park is located to the north of the HP Pavilion on existing surface parking lots. Two large parking structures, to meet the combined demand of the HP Pavilion and the ball park, are located each side of the railroad tracks north of Santa Clara Street. These large structures are screened from view with linear mid-rise residential blocks facing the ball park and out onto Stockton Street.



The tallest building in this scheme is an air-rights commercial development above the new station. Much of the rest of the development conforms to the existing north-south street pattern and consists of smaller mid-rise blocks which relate in scale to the grain of the surrounding neighborhoods.

A strong north-south axis is created along South Montgomery Street with the HP Pavilion terminating the northern end of this axis, and a new diagonal cross axis creates a connection between the main station entrance and the downtown core beyond SR 87. This axis terminates to the east with a new mid-rise commercial block on land to the east of SR 87, beyond the boundary of the defined study area.

The mix of uses appears to be predominantly commercial to the north of West San Carlos Street and residential further south, relating closely to the existing mix of use in the immediate surroundings. One further, smaller, parking structure is located at the southern end of the study area, facing Park Avenue.

## COMMON THEMES AND IDEAS

The following themes and ideas are common to some of the six schemes and were described by the students during their presentations as goals and objectives they were consciously using during the design process.

### 1. *Land Use*

- “Create a Silicon Valley Showplace” for innovation, technology, and business. Create mixed-use office space for innovation incubators, business communication facilities, venture capital firms, San Jose State University Digital Media campus, technology retail outlets.
- Market the area as “Play San José”: a regional destination for sports and entertainment. Complement the HP Pavilion with a base ball stadium, “ESPN Zone”, dining and other entertainment venues.
- Encourage development along Los Gatos Creek (“creek side dining” venues)
- Provide public pedestrian access east-west through the station
- Consider air-rights development over the station
- Concentrate parking at the edges or underground, away from pedestrian movements

## *2. Urban Form and Design*

- Design for people, not cars
- Promote connectivity to downtown and other cultural districts and venues
- Build a world class 24/7 vibrant active place
- Create a “great street” along Santa Clara St toward Diridon Station.
- Create an “iconic terminating vista” at Diridon Station. Locate Silicon Valley Showplace along corridor.
- Design Iconic High Speed Rail Hub at Diridon.
- Create ‘daylight’ opportunity for below-ground BART station.
- Design Montgomery Street as a pedestrian oriented Shopping Experience
- Develop San Fernando as a “great street” extending from the new ballpark to the San Jose State University campus
- Create a dynamic, moving festival space at new Diridon Station Plaza:
- Create a digital arts public space: “San José “Z-O-O” or a “Times Square” Experience
- Recognize the Santa Clara and San Fernando view corridors
- Grand station architecture
- Add more pedestrian bridges across Los Gatos Creek
- Strengthen the St. John corridor (HP Pavilion to Little Italy)
- Diridon plaza as Silicon Valley “Front Door”
- The Montgomery Street corridor could be a “Santana Row-like” experience
- Consider an additional BART portal east of Autumn Blvd.
- Include a public “Green Space” over the new station
- BART Station design & other architecture should be contextual to the area

### 3. *Public Art*

- Incorporate and infuse the area with public art
- Outside and inside the new & historic station buildings
- At the confluence point for transit at foot of Diridon/BART station
- Create an iconic front door experience at Diridon Plaza
- Create a dynamic, moving public art display opportunity along “Times Square” area within new mixed-use area east of Diridon Station
- Intersperse public art along Guadalupe River Park to and from Diridon Station

## B.2 Public Art Program

### **PUBLIC ART IN SAN JOSE**

San Jose has an established and successful Public Art Program which has generated one of the largest and most diverse collections of public artworks in the USA. The public art plan is based on a strategy of creating artworks that embrace the city's culture of innovation and enliven its urban landscape.

The program includes expenditure of capital funds from the City of San Jose and the Redevelopment Agency as well as public art funds from private developers to commission artworks that stand out for their creativity, visual resonance, and impact on the urban environment.

The Public Art program encourages artists and developers to identify opportunities for the creation of both permanent and temporary art projects that will create a sense of excitement and discovery in San Jose, especially in the Downtown and surrounding urban areas such as Diridon. The inclusion of public art in new projects is an integral part of a vision that San Jose should be engaging and dynamic, a place where locals and visitors can always find something new and engaging. Public art can contribute to the vitality that people seek in downtown districts.

The Public Art Program encompasses participation in City-initiated planning efforts, art installations and art events over a wide variety of media, scales and locations. It places emphasis on artwork at a variety of scales, levels of engagement, and length of installation fostering a sense of connections between the various districts of San Jose. Artists are involved to help improve the pedestrian experience and strengthen the paths that connect important places to each other and to downtown.

The program encourages the inclusion of selected artists early in the design process for both public and privately funded projects. The program includes a number of general guidelines:

- Consider art that is integrated into architectural and landscape design. Developers should explore means of engaging artists that diversify and supplement the types of artworks currently visible in San Jose and to increase their visual impact.
- Consider key sight lines and view corridors when deciding how to integrate artworks into a specific site.
- Consider area character. Certain districts warrant special design considerations which should be taken into account when developing artistic concepts.
- Consider the visibility of new installations. Public art must be visible to the public and should be easily seen from ground-level public spaces, such as streets and squares.

## **PUBLIC ART WITHIN THE DIRIDON STATION PLAN**

The current Public Art Focus Plan for Downtown identifies the new Diridon station building itself as a strong candidate for public art. The plan proposes the station area to be one of five City Image projects that are immediately recognizable signature artworks that will reflect downtown's vital role in San José and the city's position as the "Capital of Silicon Valley." The new proposed station building itself could be the City Image project representative, with possibilities include integrating artwork into the building design, including exterior elements and central areas within the station, such as transfer, ticketing, or waiting concourses. Generally, the goals of the City Image project artwork for the station include:



Goals include:

- Create a signature visual element that is immediately recognizable as a city landmark.
- Take an innovative approach to the challenge of creating a large-scale public art project.
- Consider scale, color, and form that gather in the space and its surroundings, and add visual energy to the setting.
- Create a major entry marker to downtown.
- Reflect the nature of the area as a place arrival, connection, and departure for travelers and transit riders.
- Enhance the function of and activity in the station.

The Public Art Focus Plan also recognizes the potential for creating new artworks as part of the Arena Green/Autumn Parkway and Guadalupe River Park projects. Areas for installing outdoor sculpture could expand as these projects evolve, ultimately connecting Discovery Meadow to Arena Green and Autumn Parkway. The Public Art Program encourages the creation of a “strong spots” and “hot spots” by installing platforms and infrastructure that will allow for temporary installations.

#### ***Diridon Station Green***

A new green was recently created by Caltrain in front of the historic Diridon Station in anticipation of future development in the area and transit service upgrades. Once these changes occur and as the green becomes the heart of a vibrant community, the City should partner with Caltrain to commission a permanent public art project. At the moment, however, the site is appropriate for temporary artworks.

#### Goals for Changing Art

- Serve as a visual focal point and strengthen the green as a positive space.
- Provide regular commuters with a changing experience of downtown San Jose.
- Engage people who live and work in the area.
- Attract attention to this emerging area.
- Create a “strong spot,” to allow for display of three-dimensional work.

#### Goals for Permanent Art

- Create a welcoming landmark for people using Diridon Station.
- Serve as a visual focal point and strengthen the green as a positive space.
- Consider the context of the site as a transition between a busy transportation facility and a residential neighborhood; the art might respond directly to the transportation nature of the place, or serve as a counterpoint.
- Relate to other artworks commissioned for the station and the surrounding streets.

The Plan also identifies the following specific areas that are potentially good locations for artworks;

- Diridon Station/HP Arena Streetscape: The area where Santa Clara Street, Autumn Parkway, and Diridon Green meet is a prime public artwork streetscape opportunity to install human scale artworks as the area redevelops.

Goals for the public art along the Guadalupe River Park include:

- Create a quiet, naturalistic setting for the contemplation of artworks.
- Reinforce the linear pedestrian connection along the Guadalupe River and into the Autumn Parkway corridor.

In general, the Public Art Program calls for new artworks in the Diridon Station Area that represent San Jose's place in the world today and in the future. The Diridon area is seen as an important gateway to downtown and a confluence. It is currently in a state of transformation, and could be a place that is forward-looking, in character with the scale of development, dynamic, better connected to the core of downtown and pedestrian friendly.

### **THE SELECTED ARTIST/TEAM**

The opportunity to contribute to the vision for the Diridon Station Area Art Program was open to individual artists or artist-led teams working or living in California, Washington, Oregon, Nevada, or Arizona. The office of Cultural Affairs issued a request for Qualifications in May 2009 and a total of twelve expressions of interest were received. City staff evaluated each of these proposals and developed a short-list of four artist/teams who were asked to provide detailed proposals. These four finalists were interviewed by City and consultant staff in June 2009 and a preferred artist team was identified.

The Seattle artist team of Ellen Sollod and Dan Corson were selected to engage with this project to become fully engaged in the planning process and identify creative opportunities for artistic expression in the Area Plan, as well as to plan for the engagement and reuse of the existing Diridon Station. They are now working with the consultant team as well as City and Redevelopment Agency staff and the community as part of the research for the program.

The Sollod/Corson team selection was based on their extensive combined experience as public artists and planners. Ellen Sollod has extensive experience in the design and development of public spaces and urban streetscapes. Informed by a background in urban studies and broad experience in integrating art into public infrastructure projects and identifying opportunities for art, she has

created art master plans, design guidelines and conceptual designs for public agencies. Dan Corson creates artworks that shape and bring excitement and wonder to the urban environment. Dan's work ranges from large-scale monumental objects and installations to site-specific, highly integrated artworks. Their collective experience in working with communities, design professionals, and transportation agencies placed them in a unique position to participate fully with the design team to develop the strategy for the Diridon Station Area Plan.

During future phases of the project, the Sollod/Corson team will work collaboratively to provide ideas and concepts for inclusion of public art opportunities (by other artists), and to add an artistic perspective to the overall design.

The scope of work for the selected artist team is the inclusion of the public art findings in the final Area and Station Reuse Plans. The project will begin with the selected team becoming familiar with the City's Downtown Public Art Focus Plan, the Public Art Master Plan, and select documents that are relevant to the history and urban planning of the area. It is anticipated that the Sollod/Corson team will participate in all public workshops and design charrettes and will be instrumental in raising the profile of the art program within the design team discussions and within the wider public debate about the Station Area Plan.

The Public Art Master Plan will help establish a public art budget and scope for the Diridon Station project. The plan developed by the artists will capitalize on opportunities presented by the Area and Building Plans in terms of design, timeline, and budget where feasible. The final art plan will consider a range of opportunities and budgets that meet goals established in planning documents, and discovered during the course of the research, outreach and design phases of this project.