# Guadalupe River Confluence Area Activation Strategy

Public Meeting

October 29, 2015

PLACEWORKS

# Agenda

1) Welcome
2) Presentation
   - Site Analysis and Preliminary Assessment
   - Summary of Community Feedback To Date
   - Planning for the Future: Key Destination
3) Small Group Exercise
4) Groups Report Back
5) Conclusions and Next Steps

# Confluence Area of Guadalupe River Park:

- Area between West Julian and West Santa Clara Streets, and North Autumn Street and Highway 87
- Key destination within San José's "Central Park", Guadalupe River Park

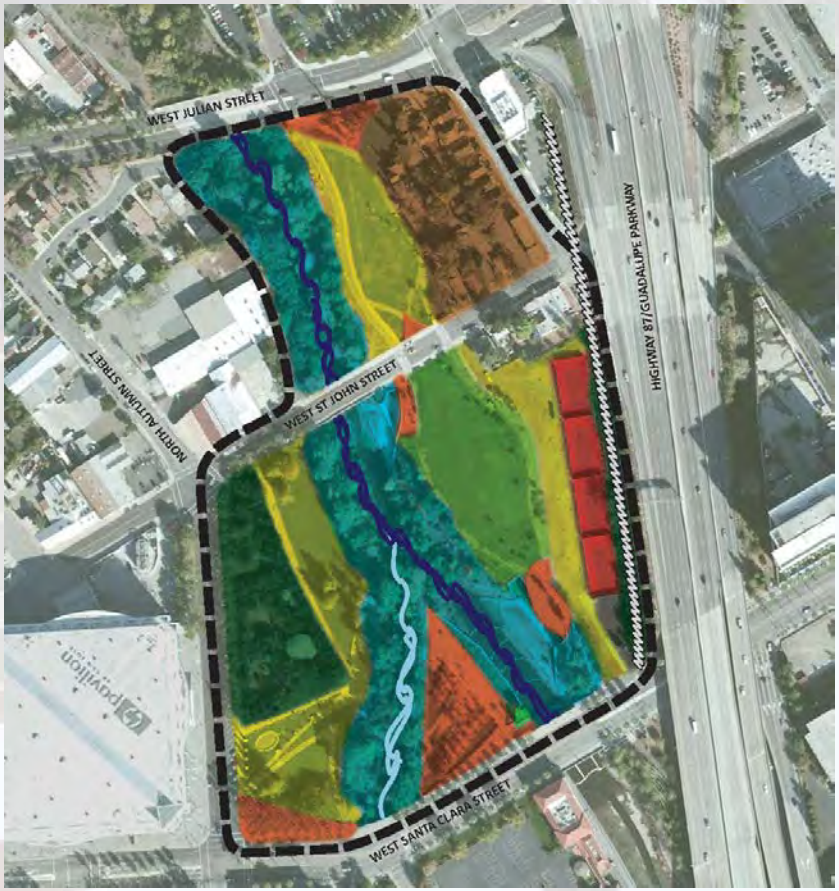



Photo by Stephen Joseph

# Goals of the Activation Strategy:

- Proactively plan for changes coming with new development and residents
- Further activate the Confluence Area
- Develop recommendations
  - re-purposing under-used areas
  - programming considerations
  - layout changes and modifications to park components

# Key City Project Partners

- City of San Jose (Lead)

  **Yu-Wen Huang, Landscape Architect (project manager and main contact**

  Greg Meek, Senior Landscape Architect

  Marybeth Harasz, Interim Deputy Director

  Yves Zsutty, Trail Manager

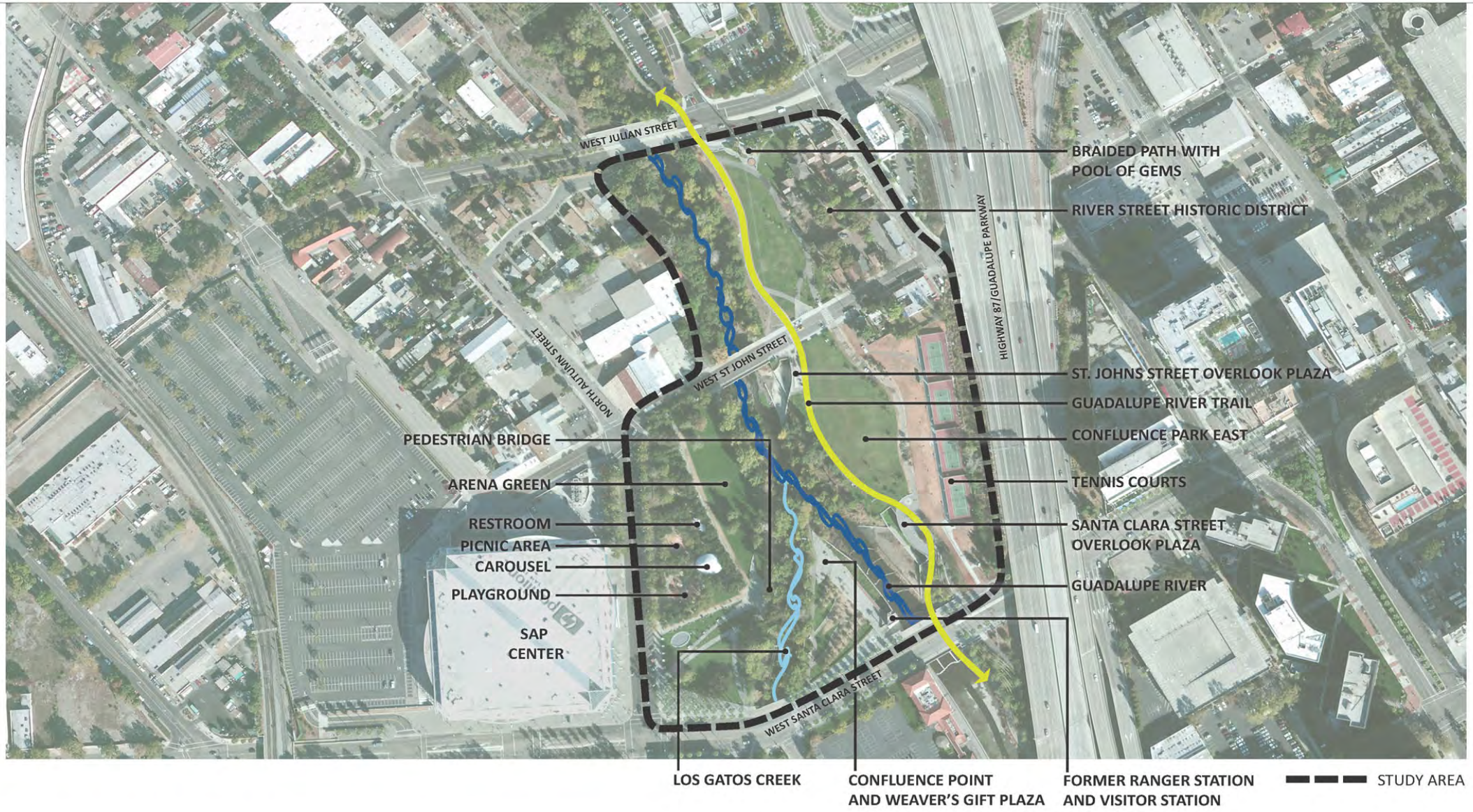
  Jaime Ruiz, Landscape Maintenance Manager

  Martina Davis, Historic Preservation Officer

  Katherine Thomas, Event Coordinator

  Jennifer Easton, Public Art Director

# Context


WEST JULIAN STREET
NORTH AUTUMN STREET
WEST ST JOHN STREET
HIGHWAY 87/GUADALUPE PARKWAY
WEST SANTA CLARA STREET
BRAIDED PATH WITH POOL OF GEMS
RIVER STREET HISTORIC DISTRICT
ST. JOHNS STREET OVERLOOK PLAZA
GUADALUPE RIVER TRAIL
CONFLUENCE PARK EAST
TENNIS COURTS
SANTA CLARA STREET OVERLOOK PLAZA
GUADALUPE RIVER
PEDESTRIAN BRIDGE
ARENA GREEN
RESTROOM
PICNIC AREA
CAROUSEL
PLAYGROUND
SAP CENTER
LOS GATOS CREEK
CONFLUENCE POINT AND WEAVER'S GIFT PLAZA
FORMER RANGER STATION AND VISITOR STATION
STUDY AREA

# Site Photos and Park Elements

W. Julian St. Underpass

River St. Historic District

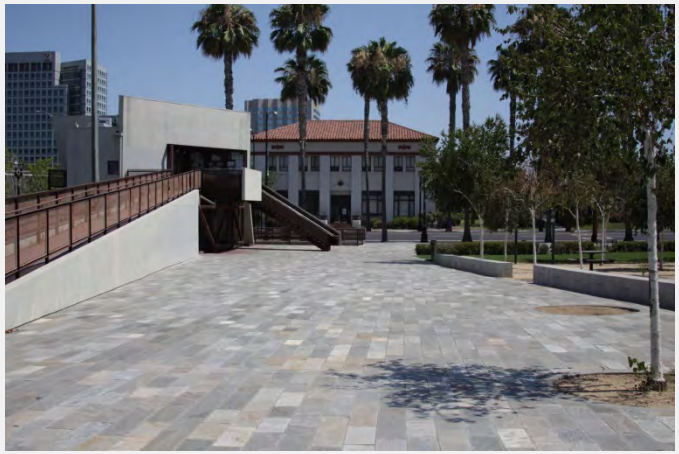
W. Julian St. Overpass at Guadalupe River Trail

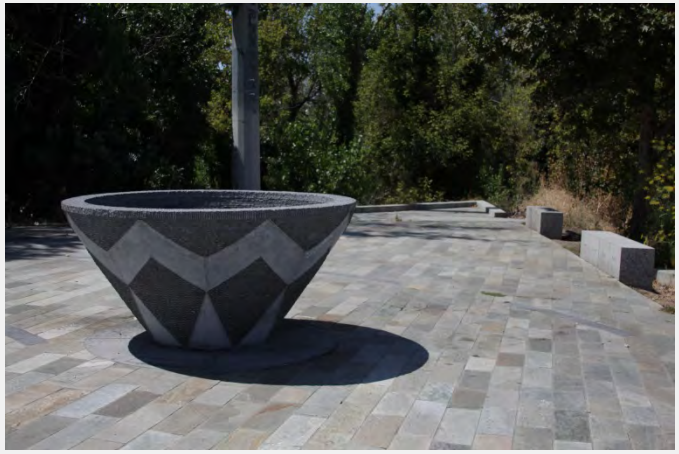
Pedestrian Bridge

# St. John Street Overlook Plaza

Guadalupe River

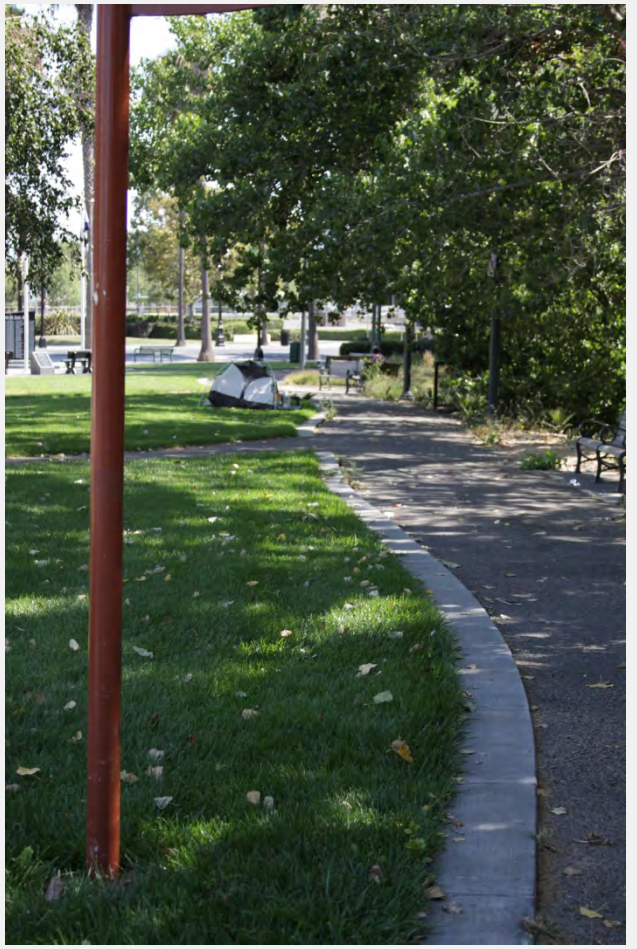
Ranger Station and Visitor Center





Weaver's Gift Plaza

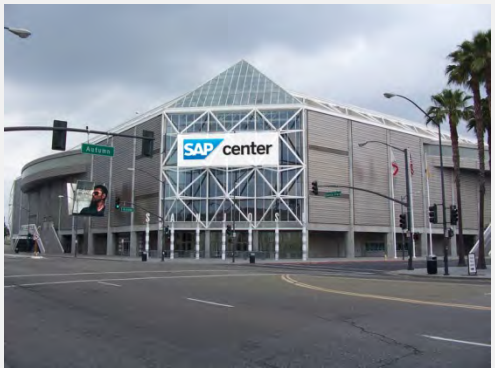
# Donor Walkway and Five Skaters Art Piece



# Santa Clara Street Overlook Plaza and Tributaries Monument

## Vietnam War Memorial

W. Santa Clara Promenade




SAP Center

W. Santa Clara Promenade

Confluence Park East—Event Green

W. Santa Clara St. Underpass

Signage along W. St. John Street near Little Italy

# Entry at N. Autumn and St. John Streets

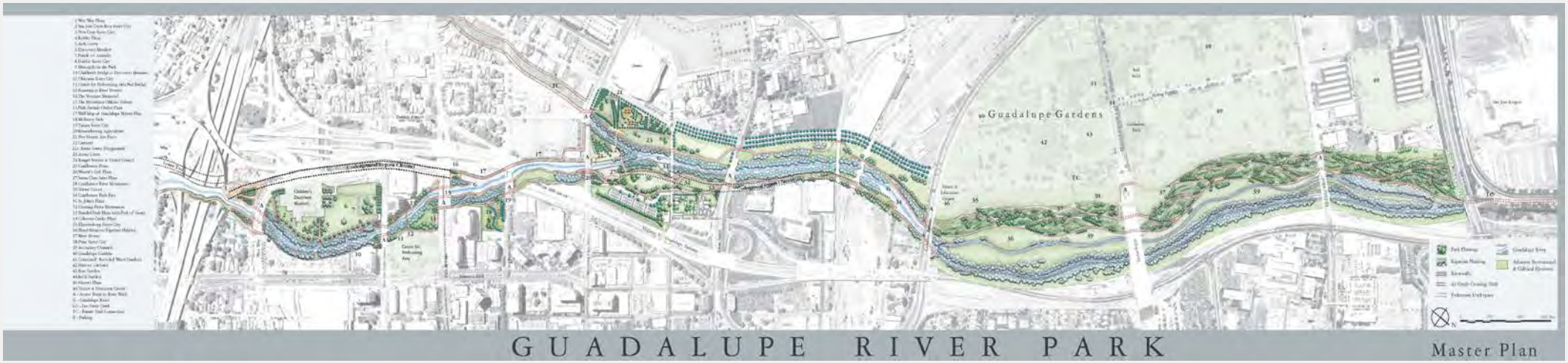
# Arena Green Playground

Children's Carousel

Restrooms

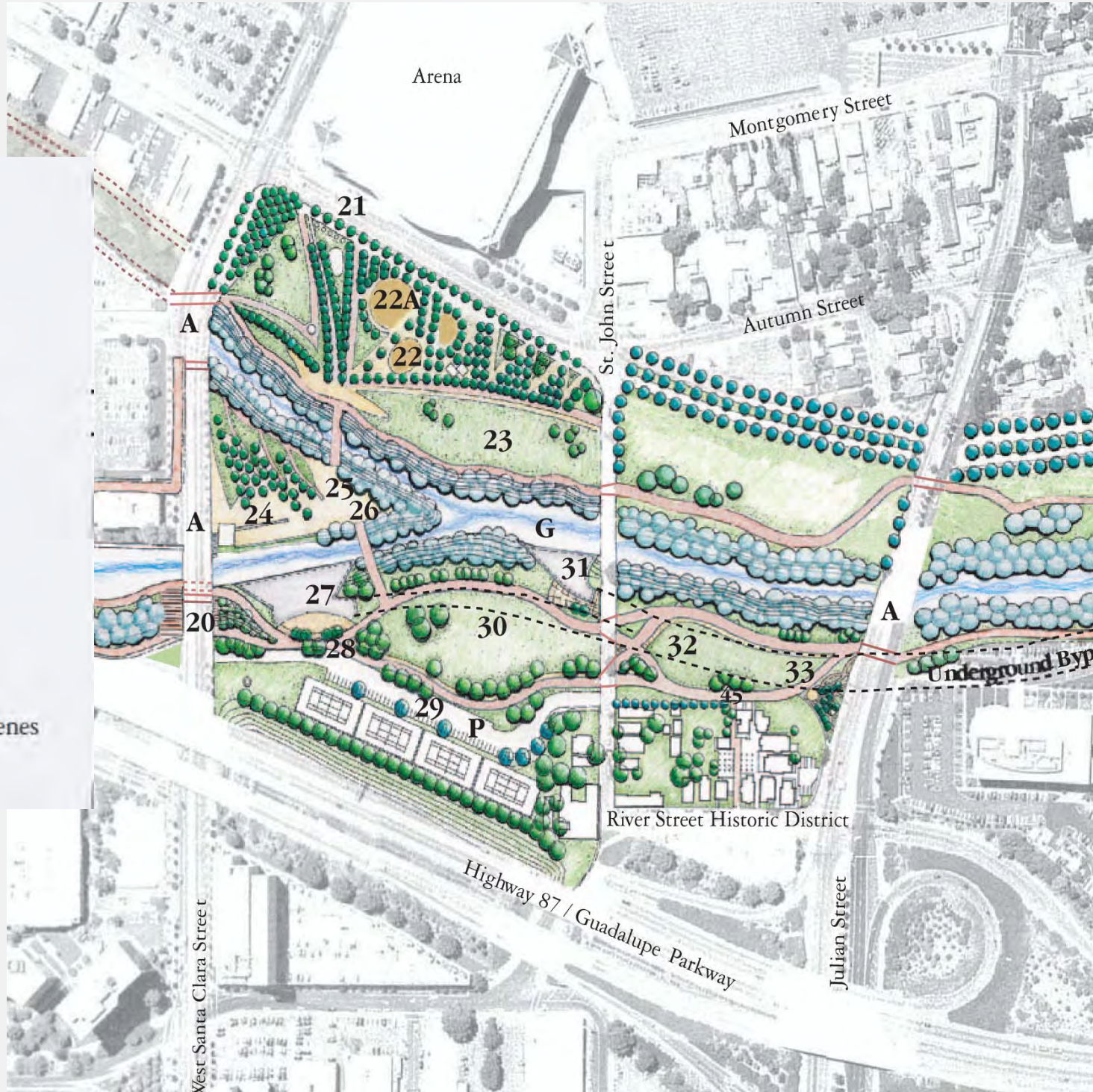
Arena Green

# Planning Context 1995



# Planning Context 1995

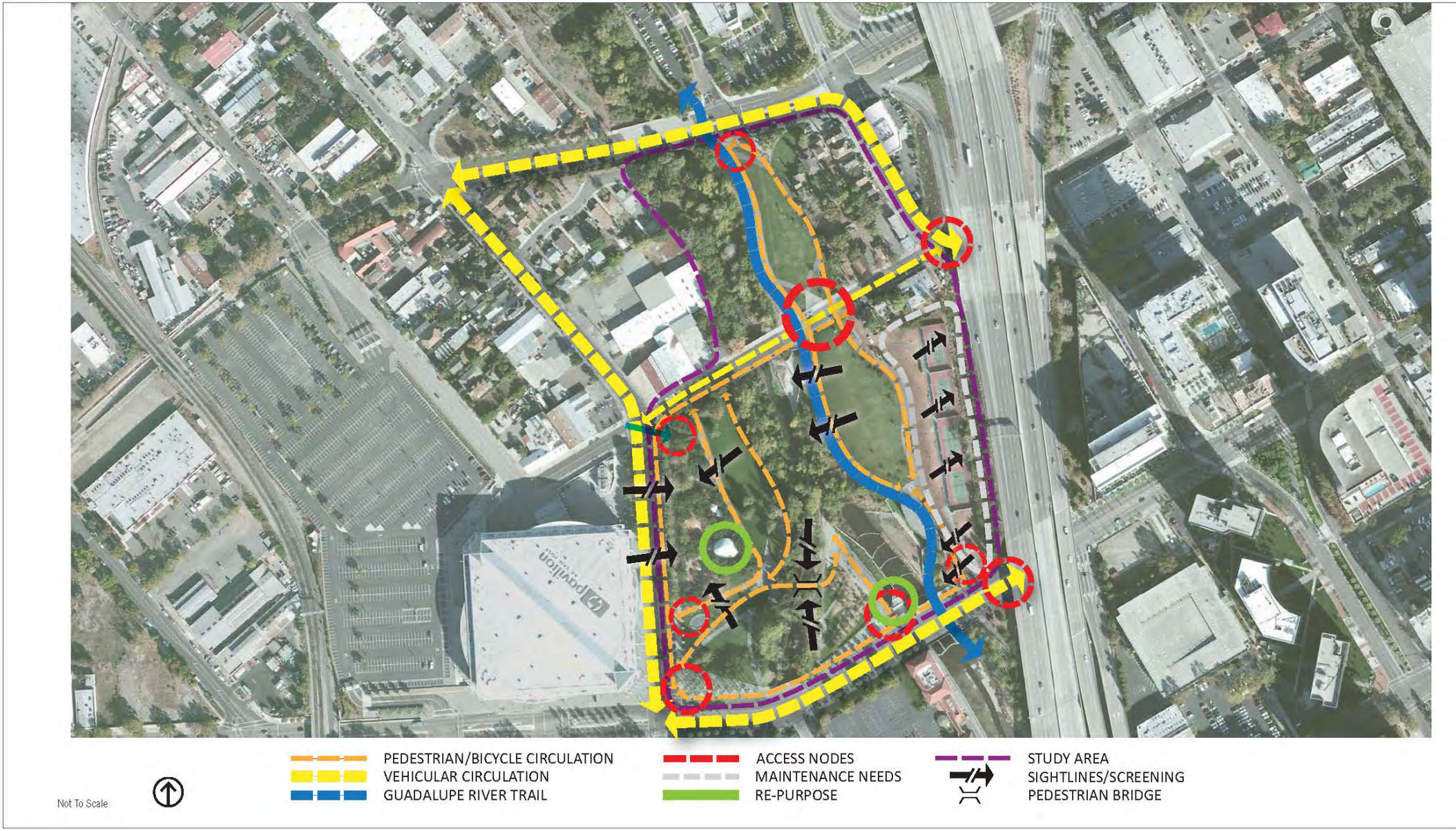
18.McEnery Park
19.Tainan Sister City
20.Remembering Agriculture
21.Five Skaters Art Piece
22.Carousel
22A.Arena Green Playgrounds
23.Arena Green
24.Ranger Station & Visitor Center
25.Confluence Point
26.Weaver's Gift Plaza
27.Santa Clara Inlet Plaza
28.Confluence River Monument
29.Tennis Courts
30.Confluence Park East
31.St. John's Plaza
32.Crossing Paths Monument
33.Braided Path Plaza with Pool of Genes
34.Coleman Outlet Plaza
35.Ekaterinburg Sister City



# Site Analysis and Program Areas

ESRI BaseMaps

# Circulation




Source: ESRI BaseMaps

# Opportunities and Constraints

- Strengthen the User Experience
- Improve Connectivity, Transportation and Accessibility
- Identify Potential Activation Opportunities
- Repurpose Underused areas
- Respect Resources
- Clarify Connections Internal and External
- Give Names to Destination Areas
- Reach out to the Community
- Redefine a signature park for San Jose

# Community Input

- Stakeholder Committee Meeting- 9/8/15
- Community Event: Italian Festa- 8/29/15
- Online Survey

# Stakeholder Committee

- Guadalupe River Park Conservancy
- Successor Agency to the Redevelopment Agency
- Santa Clara Valley Water District
- Barry Swenson Builder
- Trammell Crow
- Little Italy San Jose
- San Jose Downtown Association
- PG&E
- SAP Center
- San Jose Parks and Recreation Commission
- Council District 3

# Stakeholder Committee

- SJ Departments of Traffic/PRNS/Planning, Building and Code Enforcement/Economic Development/Cultural Affairs
- San Jose Downtown Residents Association
- AXIS HOA
- Delmas Park Neighborhood Association
- Knight Foundation
- San Jose SPUR
- Japantown Business Association

# Stakeholder Committee: Key Takeaway Comments

- Confluence needs to be a magnet to draw people in
- More connection and programming to existing ranger station
- Strengthen connections so not just through traffic
- Embrace river and tie different areas together
- Area is perfectly located among the new and future development
- Look at art and programming opportunities
- More interactive features and a memorable experience
- Stronger branding, tie in all the pieces, increase visibility of park
- Include more safety elements like pedestrian lighting
- Check regulatory restrictions to food and drink

# Italian Festa & Online Survey Responses

https://www.surveymonkey.com/r/K3Y899M

## Guadalupe River Park - Confluence Area

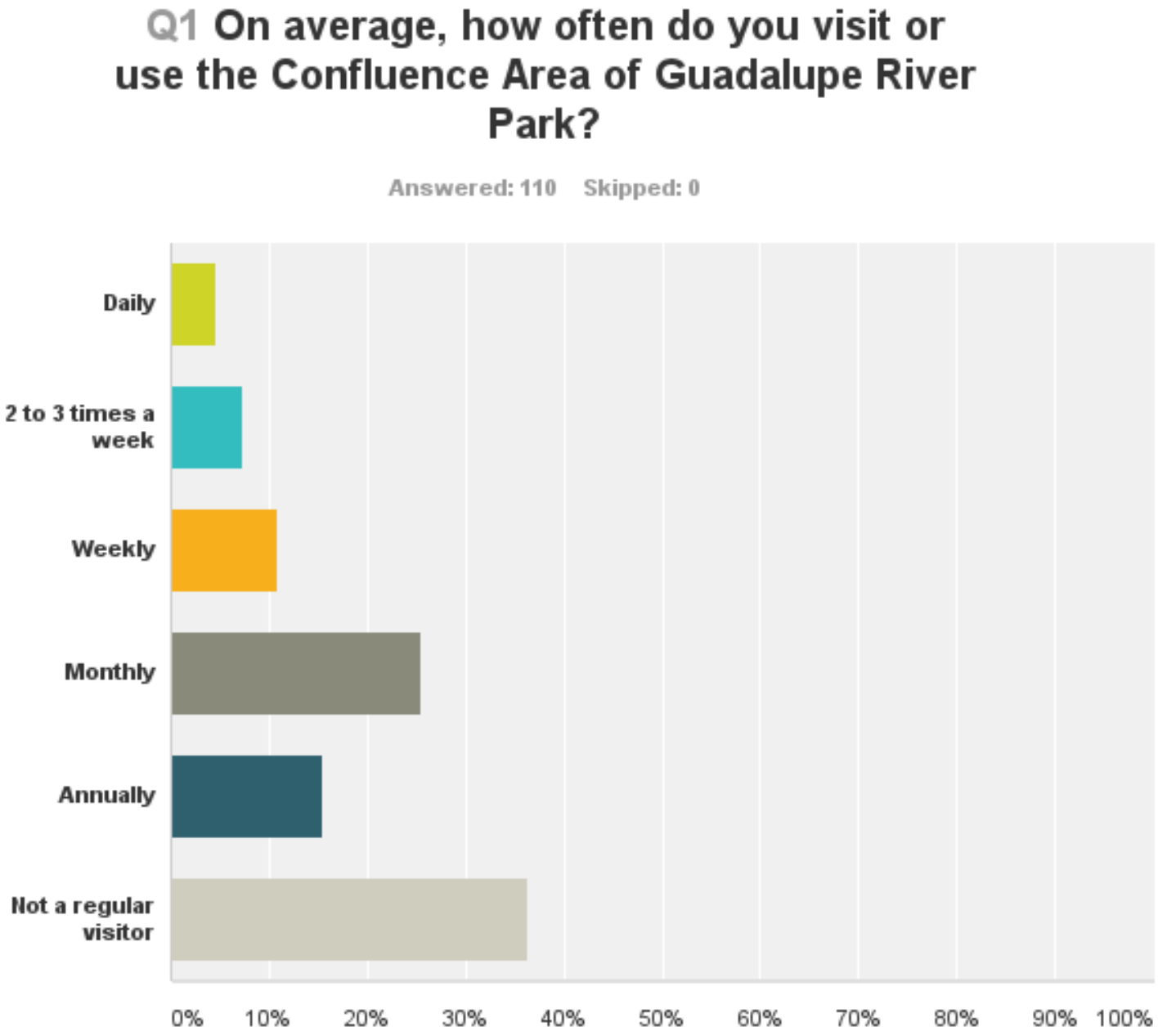
Tell Us What You Think!

The City of San Jose is soliciting public input to create a vision of the Confluence Area of the Guadalupe River Park as a showcase urban destination that expresses community pride. The Confluence Area is bound by West Julian, West Santa Clara, and North Autumn Streets, and Guadalupe Parkway; see image below.

What can help make Confluence Area a signature park for downtown? Tell us what you think. Your feedback to these eight questions will help provide the City with information regarding public use and perceptions and will help guide planning efforts.

Thank you in advance for participating in our survey. Your feedback is important.

# Online Survey – as of 10/29/15



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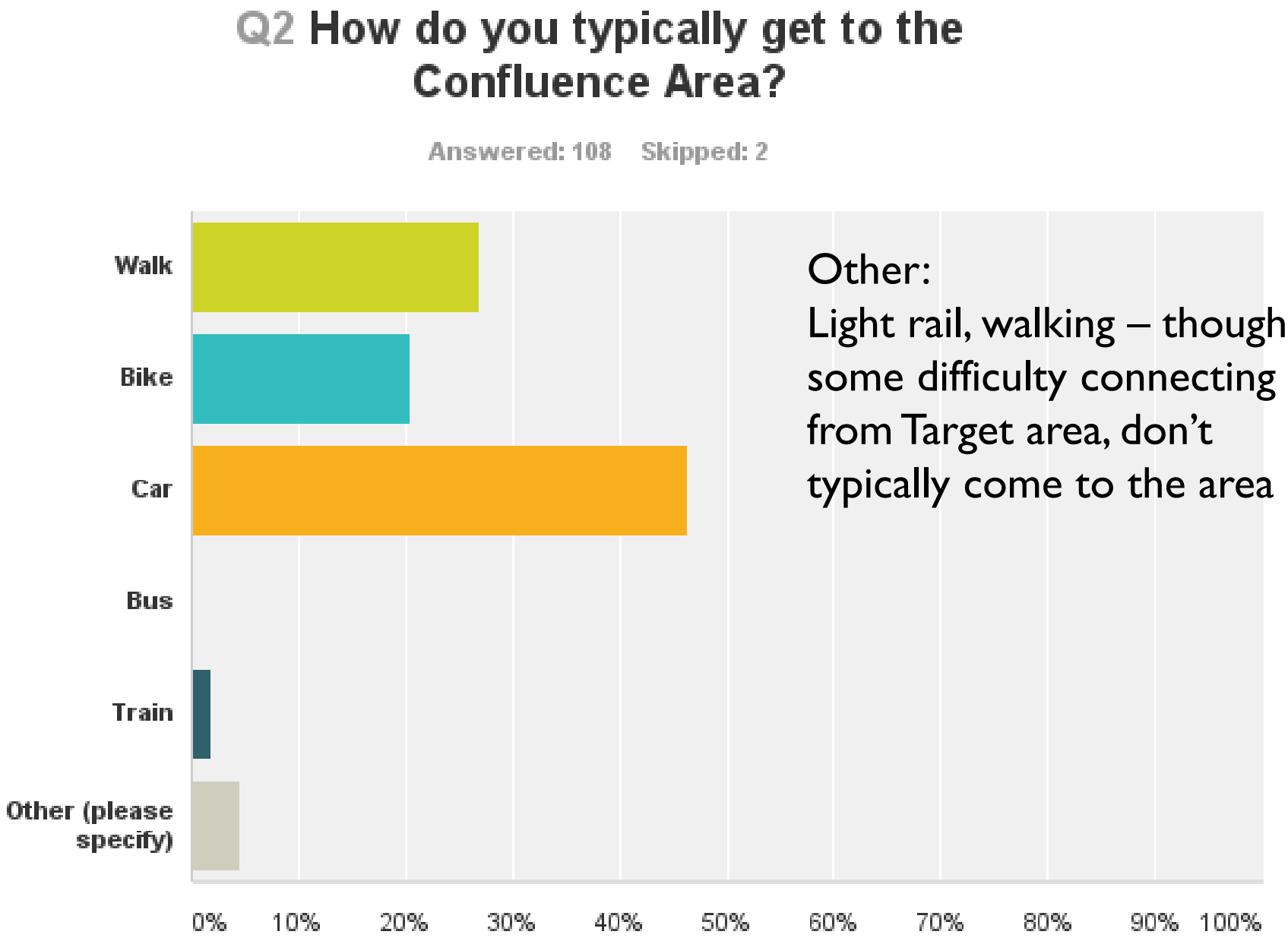


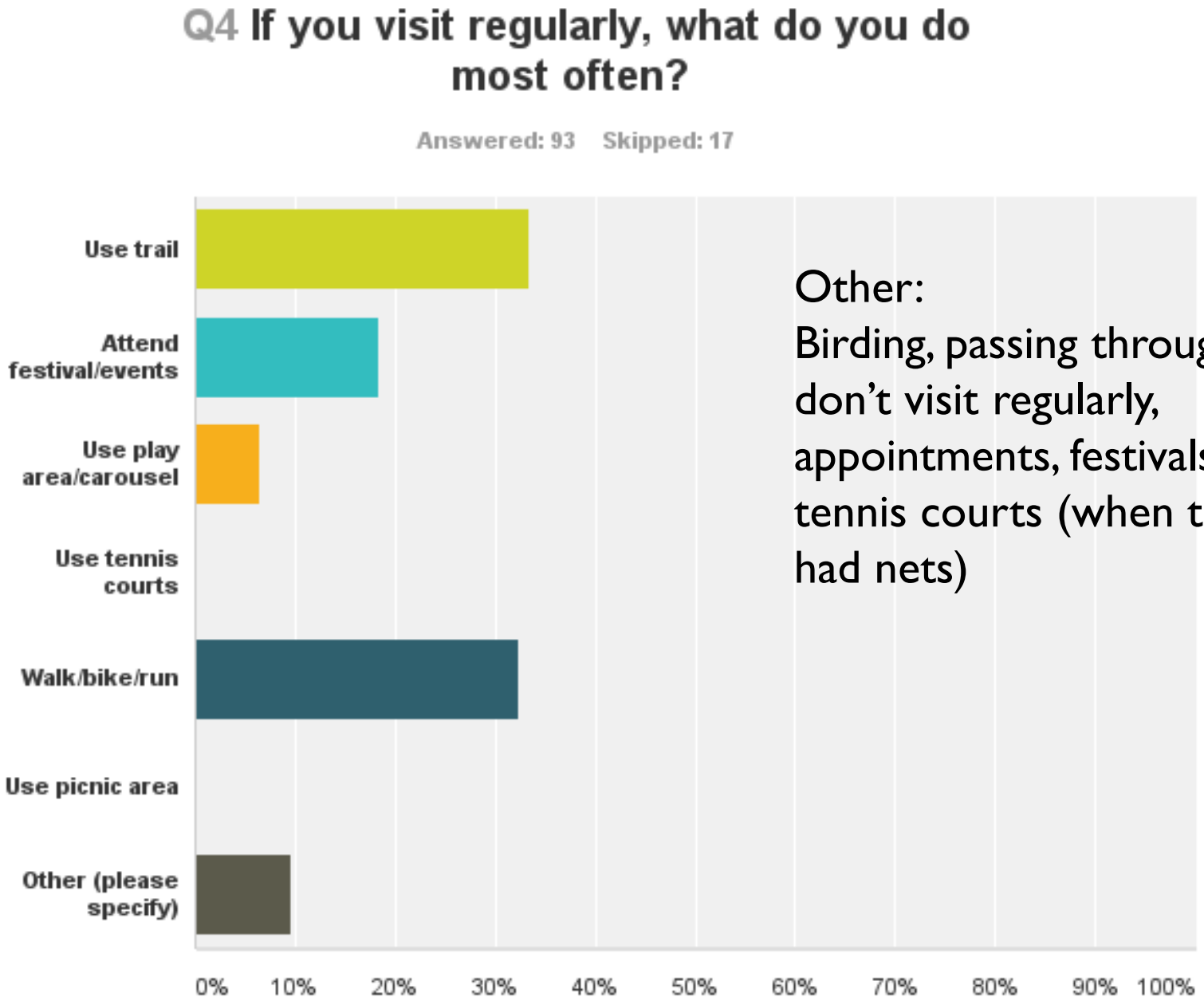

Other:
Light rail, walking – though some difficulty connecting from Target area, don't typically come to the area

# Online Survey – as of 10/29/15

Q3 What is your zip code?

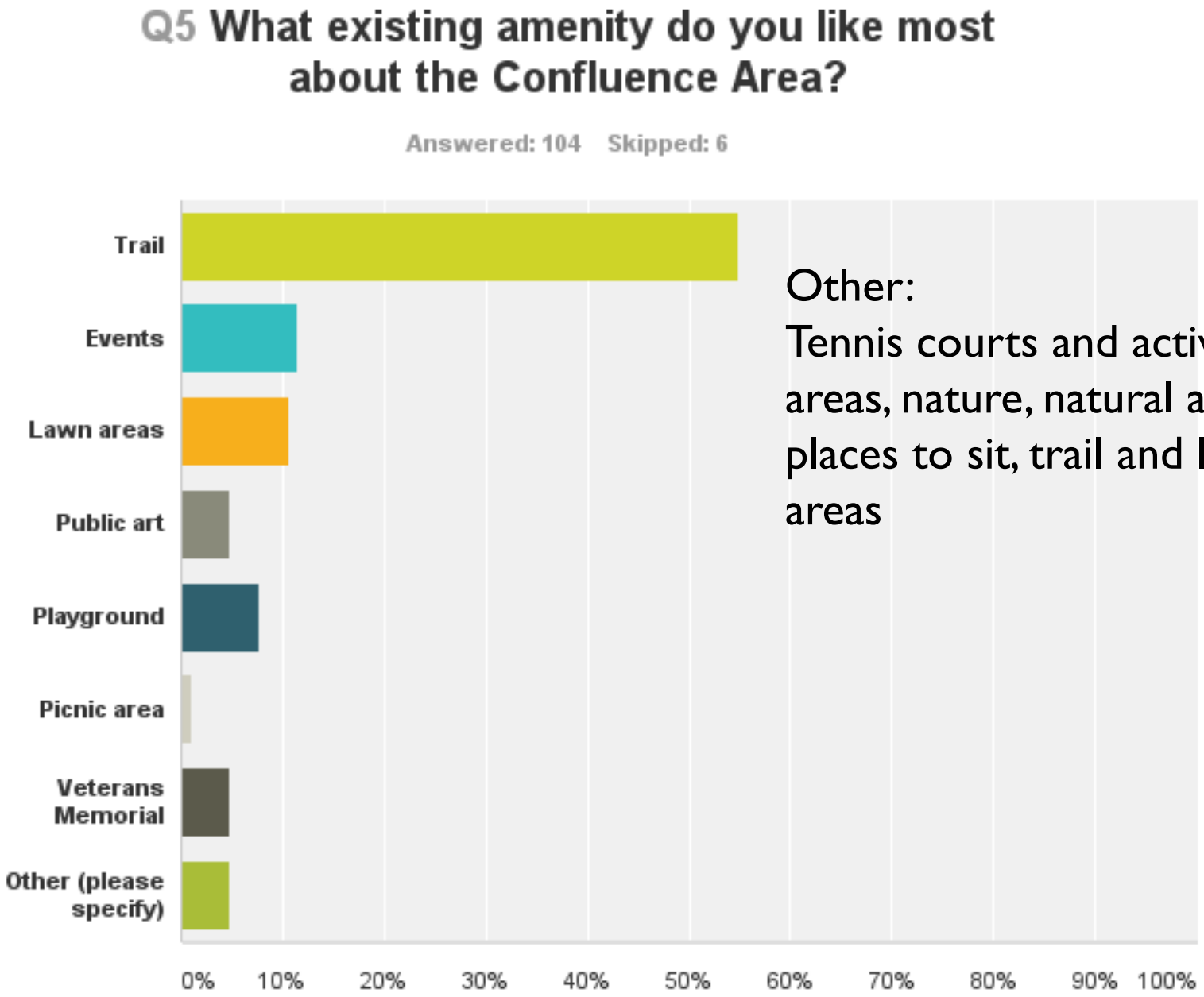
| | | | |
|---|---|---|---|
| 95110 | 12 | 95126 | 20 |
| 95111 | 1 | 95127 | 5 |
| 95112 | 14 | 95128 | 3 |
| 95113 | 3 | 95131 | 2 |
| 95116 | 2 | 95132 | 4 |
| 95117 | 2 | 95133 | 1 |
| 95118 | 2 | 95134 | 2 |
| 95120 | 8 | 95135 | 1 |
| 95122 | 1 | 95136 | 3 |
| 95123 | 7 | 95138 | 1 |
| 95124 | 4 | 95148 | 3 |
| 95125 | 9 | | |

# Online Survey – as of 10/29/15



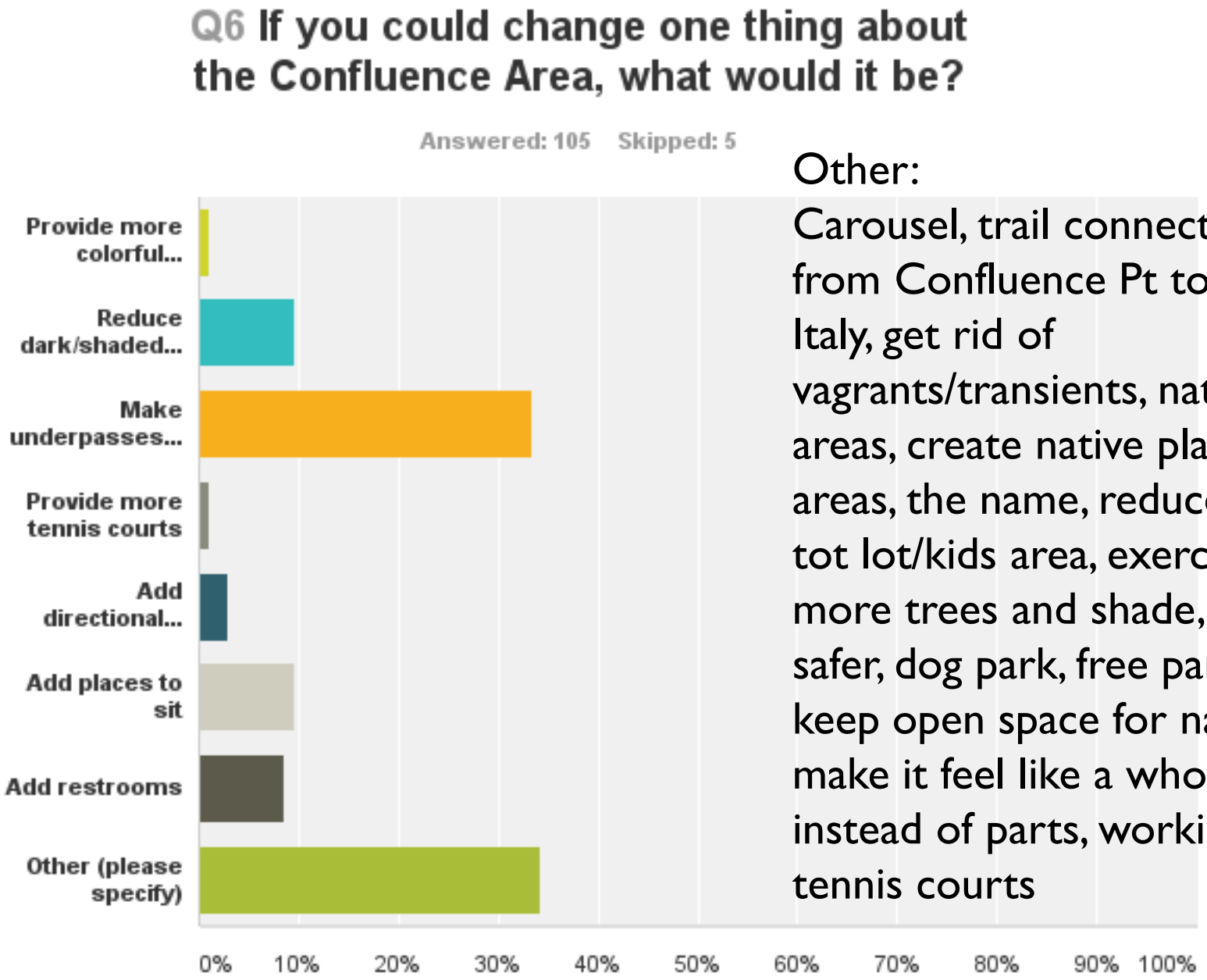

Other:
Birding, passing through, don't visit regularly, appointments, festivals, tennis courts (when they had nets)

# Online Survey – as of 10/29/15




Other:
Tennis courts and activity areas, nature, natural areas, places to sit, trail and lawn areas

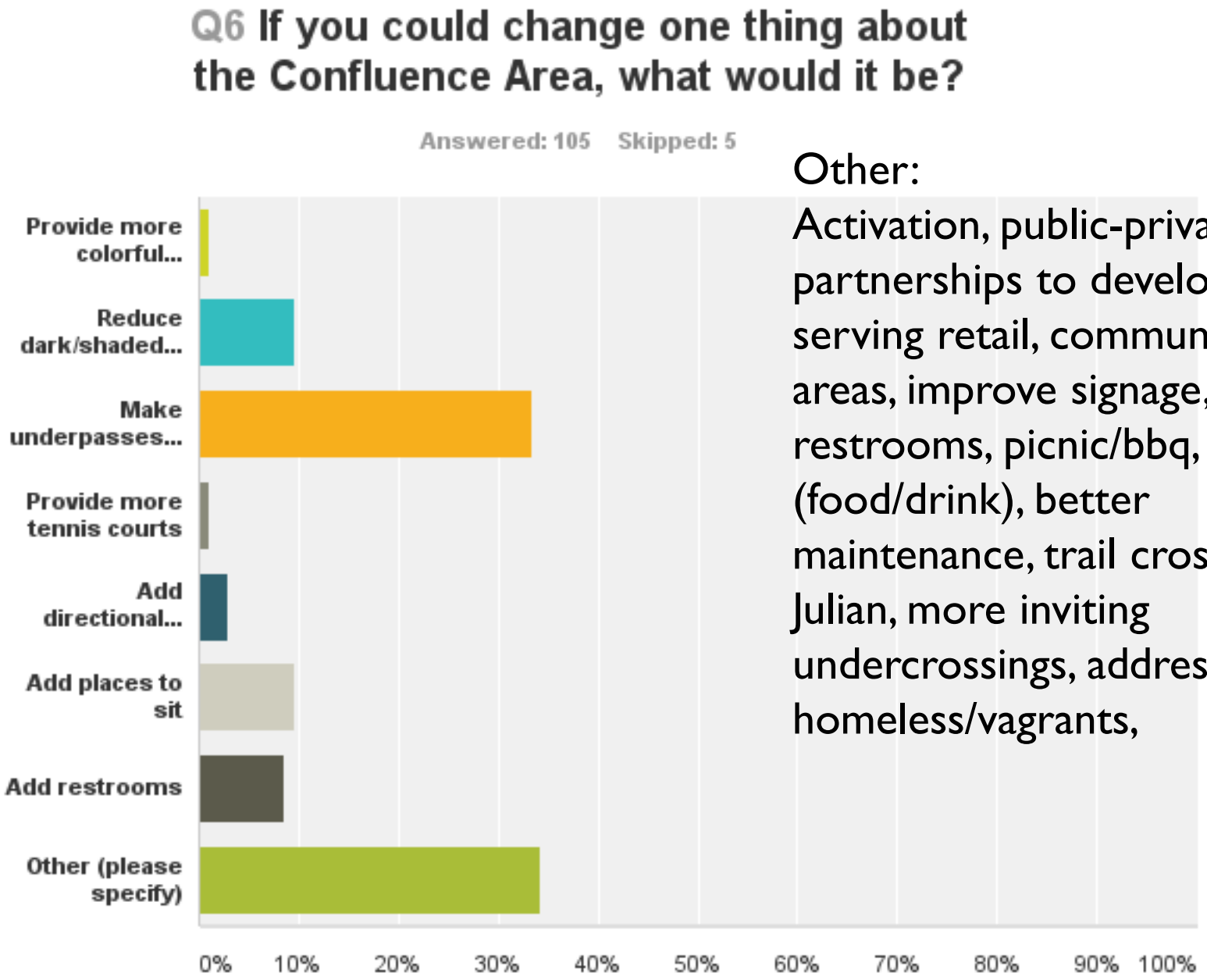
# Online Survey – as of 10/29/15




Other:

Carousel, trail connection from Confluence Pt to Little Italy, get rid of vagrants/transients, natural areas, create native plant areas, the name, reduce trash, tot lot/kids area, exercise, more trees and shade, make safer, dog park, free parking, keep open space for nature, make it feel like a whole instead of parts, working tennis courts

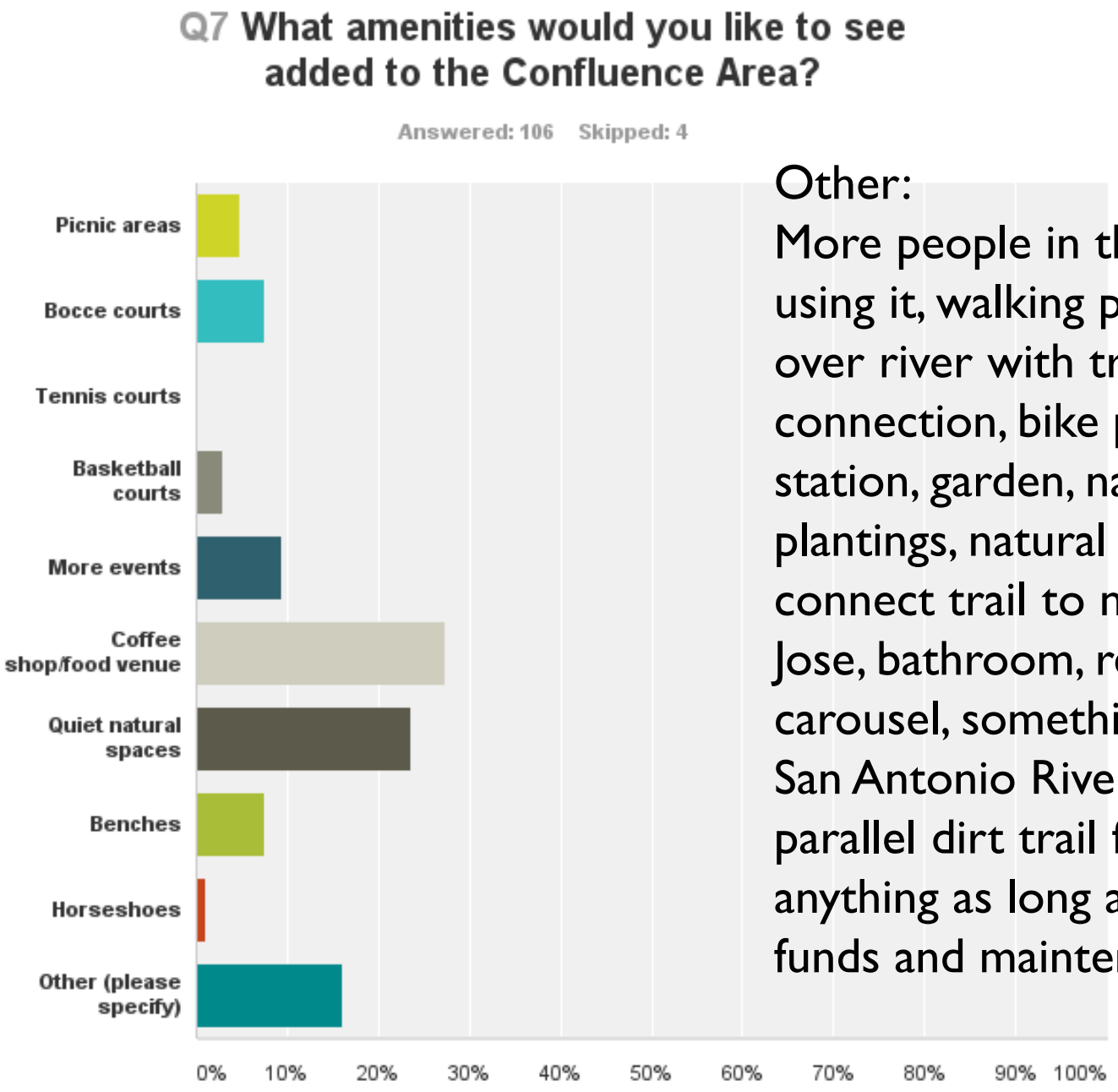
# Online Survey – as of 10/29/15




Other:

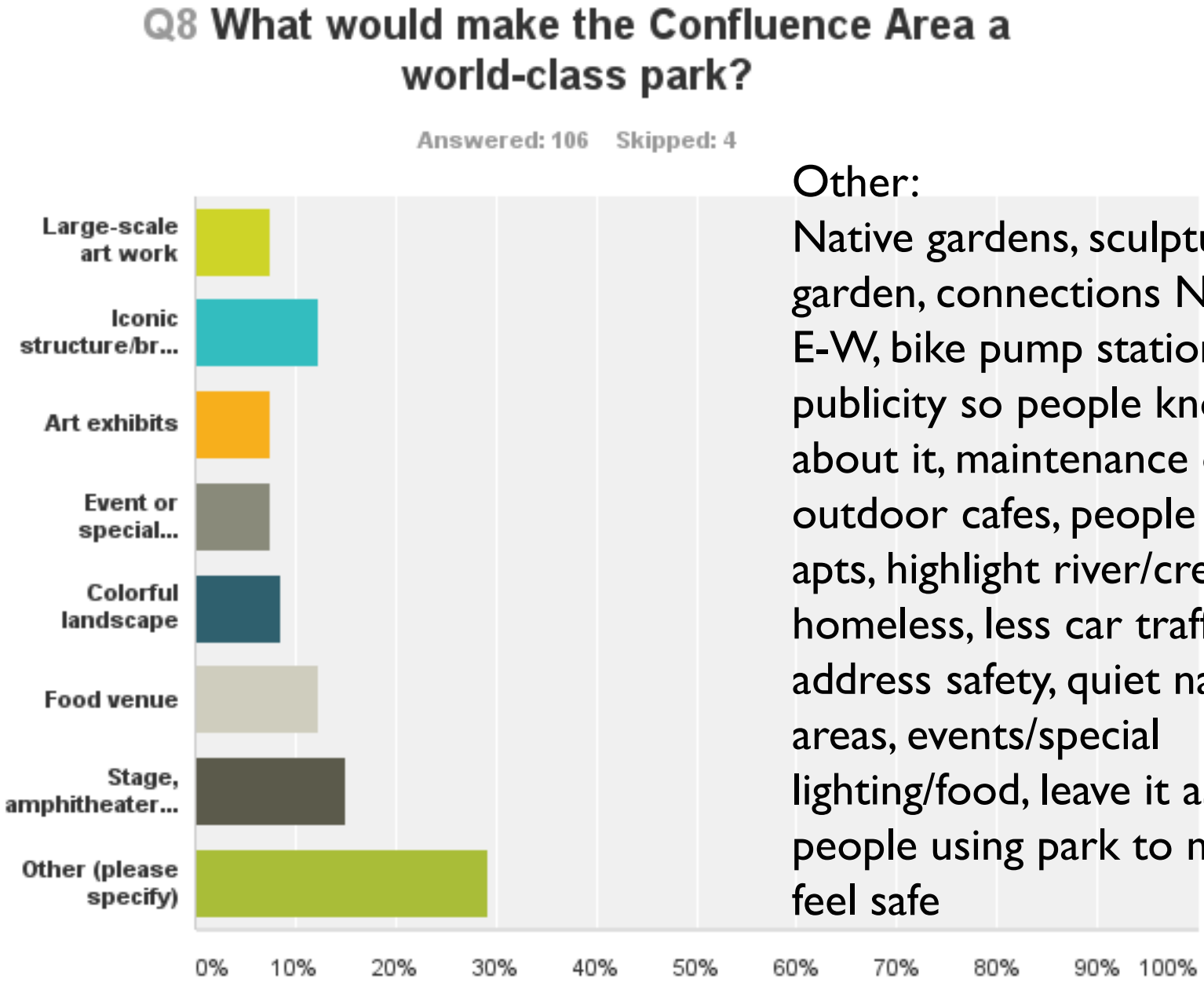
Activation, public-private partnerships to develop n'hd serving retail, community use areas, improve signage, restrooms, picnic/bbq, vendors (food/drink), better maintenance, trail crossing at Julian, more inviting undercrossings, address homeless/vagrants,

# Online Survey – as of 10/29/15



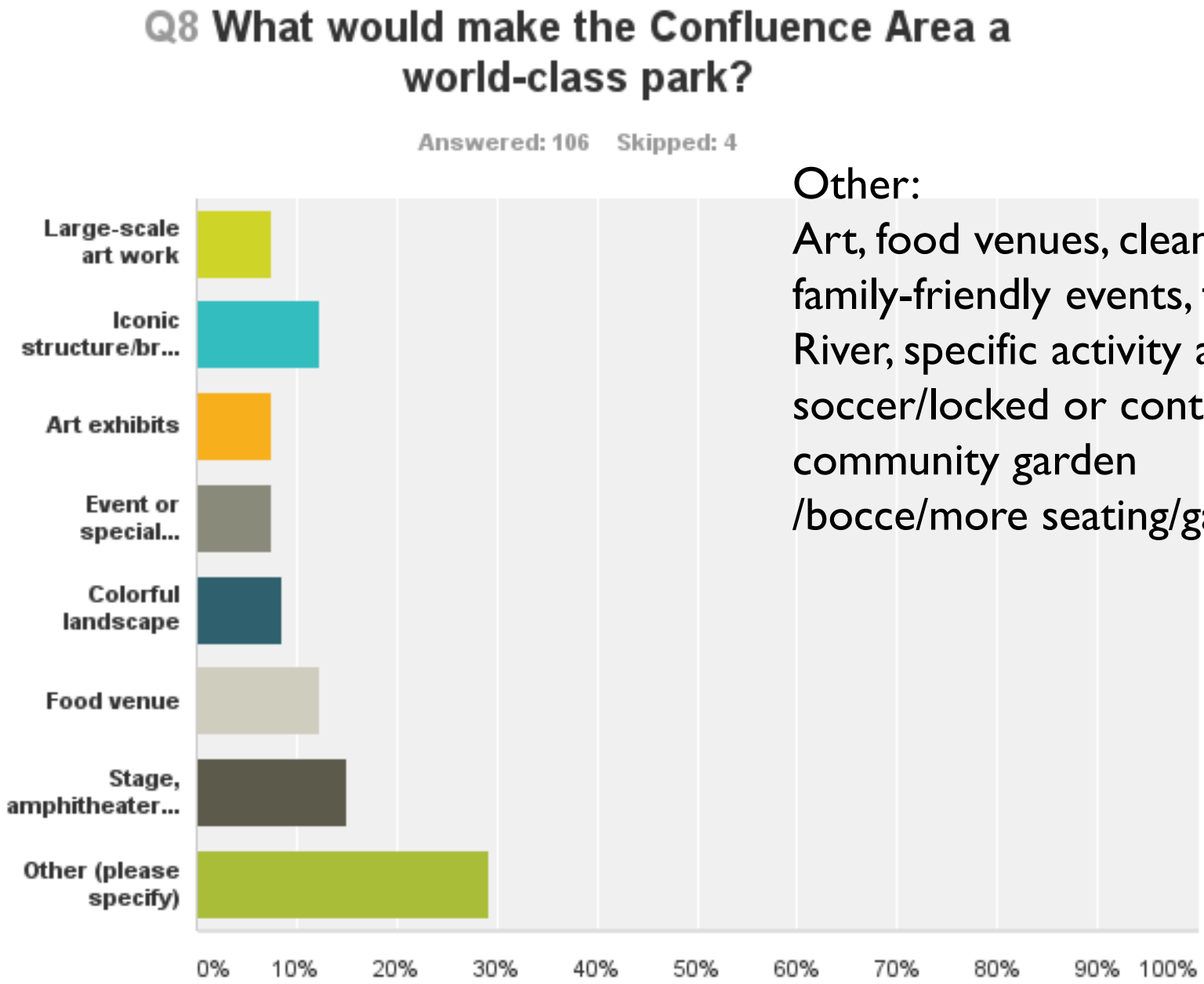

Other:
More people in the park using it, walking paths, bridge over river with trail connection, bike pump station, garden, native plantings, natural exhibits, connect trail to north San Jose, bathroom, re-open carousel, something similar to San Antonio River Walk, parallel dirt trail for running, anything as long as there are funds and maintenance

# Online Survey – as of 10/29/15




Other:
Native gardens, sculpture garden, connections N-S and E-W, bike pump station, publicity so people know about it, maintenance of trail, outdoor cafes, people in near apts, highlight river/creek, less homeless, less car traffic, address safety, quiet natural areas, events/special lighting/food, leave it as-is, people using park to make it feel safe

# Online Survey – as of 10/29/15




Other:
Art, food venues, clean/inviting family-friendly events, focus on River, specific activity areas – soccer/locked or controlled community garden /bocce/more seating/game

IMAGINE

# Questions?

# Small Group Exercise

1. Introductions
2. Select facilitator, timekeeper, and note-taker
3. Complete Activities
4. Select spokesperson
5. Turn in Activity Questionaire

PLACEWORKS

# Conclusions and Next Steps

- Share your thoughts:
  **https://www.surveymonkey.com/r/K3Y899M**

- Check City website for information:
  https://www.sanjoseca.gov/Facilities/Facility/Details/Guadalupe-River-Park-95

**Question and Comments?**

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