

# Vision for the Alum Rock Corridor

San José State University

Urban and Regional Planning Department

295: Community Engagement Fall 2019 Class

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**Thank you to the the people, businesses, and spirit of the Eastside**

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 Grail Family Services  
 Mayfair Community Center

Mayor’s Gang Prevention Task Force  
 School of Arts and Culture at the Mexican Heritage Plaza  
 On Lok Senior Health  
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 Our Lady of Guadalupe Parish  
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 Regional Medical Center of San José  
 Resources for Community Development  
 San José Unified School District  
 Santa Clara Creeks Coalition  
 Santa Clara County Housing Authority  
 School of Arts and Culture  
 SOMOS Mayfair  
 Sunset Charities  
 SV@Home  
 TransForm  
 Veggielution  
 VTA (Valley Transportation Authority)

## Executive Summary

Alum Rock Avenue is a commercial corridor surrounded by residential neighborhoods in East Side San José. In relation to other areas of San José, this area is a true study in contrasts: at once culturally rich and resilient, yet shaped by a long history of neglect, underrepresentation, and discrimination that has characterized its development. A recent surge of interest from developers, combined with substantial changes to city land development policies, allow plans for development of the Alum Rock Corridor to be approved by city officials without adequate input from the existing community. Such conditions threaten the cultural identity of the community and increase the risk of displacement for both residents and businesses. Well-meaning efforts by government agencies and developers to engage the community to address local issues have been insufficient or incomplete, creating a disconnect between the desires of the residents and the plans of the City.

Graduate students in San José State University's Department of Urban and Regional Planning, working within the multi-sector partnership of CommUniverCity have prepared this assessment of current corridor conditions. The primary objective is to provide an objective platform of facts upon which future community conversations can be structured. The 20 students worked together to engage the community using an asset based community development (ABCD) approach which maintains a focus on what is already working in the community: trusted people, venerable institutions, and webs of resident and business contacts. The report seeks to accurately document the needs and

desires of local community members, compiling the information to create a community assets list. This list, it is hoped, will guide community leaders, city staff, and elected officials in further discussions about future development in the Alum Rock Corridor. More specifically, these discussions can assist the City with assessing, funding, and directing policy and financial investments.

### Resumen Ejecutivo

La Avenida Alum Rock es un paseo comercial rodeado por vecindarios residenciales en el este de San José. En relación a otras áreas de San José, esta área es un verdadero caso de contrastes: culturalmente rica y resiliente y a la vez moldeada por una larga historia de descuido, escasa representación, y discriminación que ha caracterizado su desarrollo. Un reciente auge de interés por parte de constructores, combinado con cambios substanciales a las políticas de desarrollo inmobiliario, permiten que planes para el desarrollo de el paseo de Alum Rock sean aprobados por funcionarios municipales sin el adecuado aporte de la comunidad actual. Tales condiciones amenazan la identidad cultural de la comunidad e incrementan el riesgo de desplazamiento para ambos residents y comerciantes. Esfuerzos bien intencionados por parte de agencias del gobierno y constructores para involucrar a la comunidad en identificar cuestiones locales han sido insuficientes o incompletas, creando una desconexión entre los deseos de los residents y los planes de la ciudad.

Estudiantes de posgrado del Departamento de Planeación Urbana y Regional de la Universidad de San José, trabajando dentro de la sociedad de multi-sectores de CommUniverCity han preparado esta evaluación de las condiciones actuales del paseo de Alum Rock. El objetivo principal es proveer una plataforma objetiva de hechos sobre los cuales se puedan estructurar futuras conversaciones de la comunidad. Los veinte estudiantes trabajaron juntos para involucrar a la comunidad usando un planteamiento de desarrollo comunitario basado en patrimonios (ABCD en inglés) el cual mantiene un enfoque en lo que ahora funciona en la comunidad: gente confiable, instituciones venerables, y redes de contactos de residents y empresarios. El reporte busca documentar verazmente las necesidades y los deseos de los miembros de la comunidad local, compilando la información para crear una lista de patrimonios comunitarios. Esta lista, se espera, guiará líderes comunitarios, personal municipal, y funcionarios electos en discusiones posteriores sobre el futuro desarrollo en el paseo de Alum Rock. Más específicamente, estas discusiones pueden asistir al gobierno de la ciudad en evaluar, financiar, y dirigir políticas e inversiones financieras.

### Introduction

Alum Rock Avenue forms a business corridor beginning at Highway 101, two miles east of Downtown San José. Surrounded by vibrant and diverse neighborhoods comprised of culturally-rich communities, Alum Rock embraces its history of resilient activism through ongoing civic engagement. Residents balance

neighborhood pride and a strong need to address the equity of development along the corridor with a continued desire for community development. Current development policies of the City of San José, coupled with anticipated local and regional growth, put the Alum Rock Corridor community at risk of displacement. This report seeks to assess the existing community conditions and engage the community to collect concerns, input, and overall feedback, using this information to better inform city policy.

As of Deember 2019, the City of San José's General Plan, Envision San José 2040 General Plan, has defined major areas of future growth in the form of 61 Urban Villages, two of which are within the Alum Rock Corridor study area. These targeted growth areas each have a unique Urban Village Plan. The current Alum Rock Urban Village Plan was modeled on an existing plan designed to promote development along the corridor at a time when the city was struggling to grow. As the City's 2040 General Plan was being written, the greatest planning concern was the imbalance of jobs versus housing faced by San José and the inherent fiscal instability resulting therefrom. In effect, far more people live in San Jose than worked here, leading to a lack of employer based tax revenue to cover the cost of residential services. To this end, the city sought to streamline commercial development. The plan is now outdated, however, as commercial development has greatly expanded in recent years, while the City now faces a housing crunch.

Introduction

This heldover emphasis on stimulating commercial growth has left the community at risk of drastic change, which could result in undesirable impacts. New development has already begun to affect the community. While some projects have incorporated equitable elements, others have triggered residential and business displacement. This raises concern for the stability of the Alum Rock neighborhood and its many locally-owned, family businesses and long-time residents. The community feels that past engagement efforts made false promises, exacerbating distrust of the City. These development impacts, coupled with a plan written to support development rather than the extant community had led the Alum Rock community to feel that they have not been heard through the planning process. There is also a grave concern that as its people and businesses are displaced, the community’s cultural identity will be lost in the coming change.

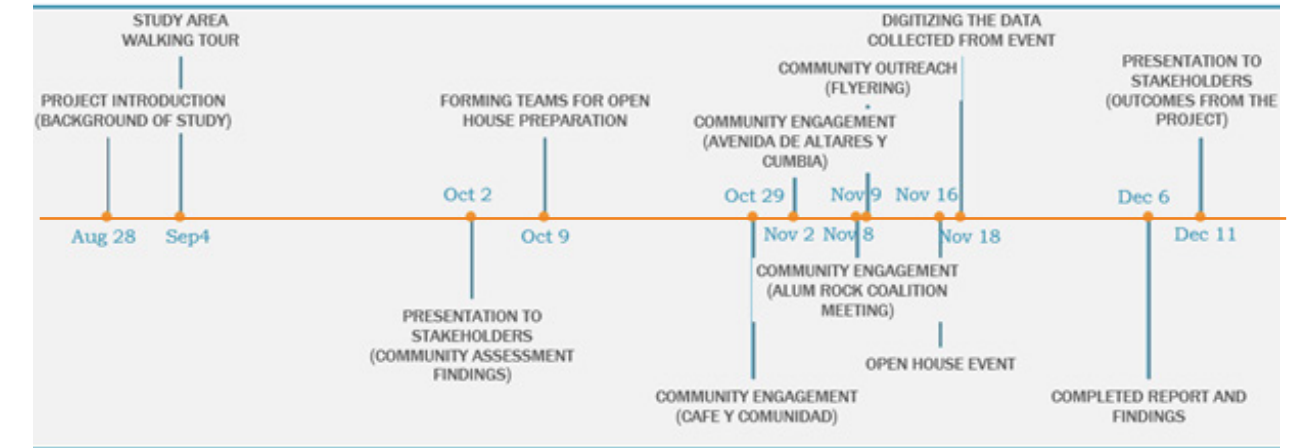
San José State University’s (SJSU) Department of Urban and Regional Planning graduate class URBP 295: Capstone Studio in Community Planning (URBP 295) has partnered with CommUniverCity and City of San José District 5, to produce a community assessment of the Alum Rock Corridor community. The project utilizes asset based planning to highlight the community’s strengths and values in the hopes they will be respected and built upon through forthcoming changes to the neighborhood. Acknowledgment and reflection on past events and strong engagement with the community are cornerstones of the graduate students’ approach to the project. Coordination of multiple outreach and engagement sessions culminated in a

final community event, the second Futuro de Alum Rock Open House, on November 16, 2019. The event, held at the Mexican Heritage Plaza on Alum Rock Avenue, was hosted and coordinated by the SJSU graduate students with the guidance and support of CommUniverCity.

The event provided an opportunity for the community to share their perspectives on issues facing the Alum Rock Corridor, such as: local business, open space, safety, transportation, development, displacement, and housing. The community input gathered has been analyzed and the findings are presented in this report. The community engagement process will continue into the spring 2020 semester.

An overview of our work to date is provided on the next page.

Project Timeline



Project Milestones in Fall 2019

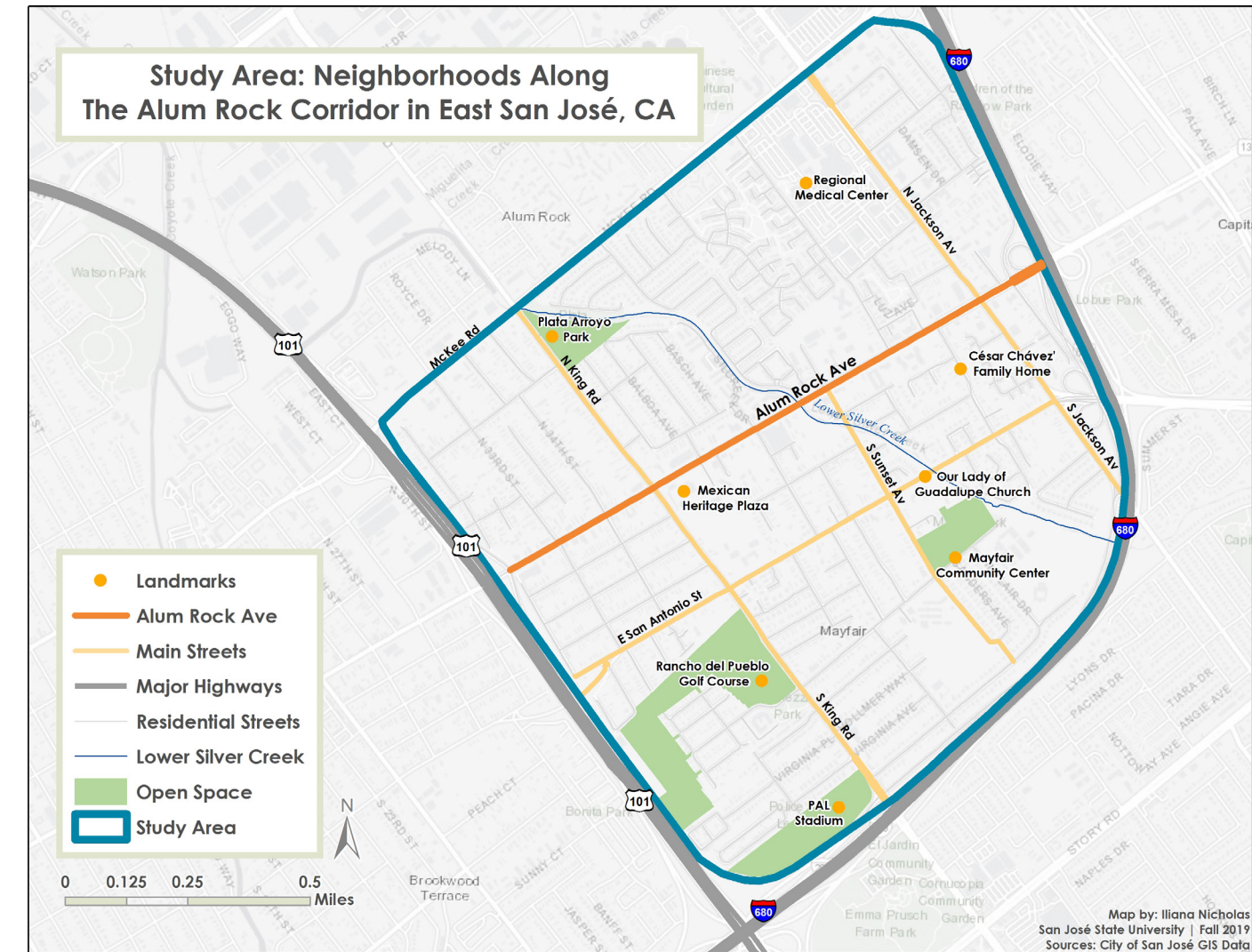
DATE	MILESTONE	DETAILS
28-Aug	Project Introduction (Background of study)	
4-Sep	Study Area Walking Tour	WALKING TOUR WITH COMMUNITY PARTNERS
2-Oct	Presentation to Stakeholders (Community Assessment Findings)	MEXICAN HERITAGE PLAZA
9-Oct	Forming Teams for Open House Preparation	
29-Oct	Community Engagement (Cafe y Comunidad)	ADDITIONAL DATES : 10/29, 11/1
2-Nov	Community Engagement (Avenida de Altares y Cumbia)	
8-Nov	Community Engagement (Alum Rock Coalition Meeting)	
9-Nov	Community Outreach (Flyering)	ADDITIONAL DATES : 11/9, 11/10, 11/13
16-Nov	Open House Event	MEXICAN HERITAGE PLAZA
18-Nov	Digitizing the Data Collected from Event	
6-Dec	Completed Report and Findings	
11-Dec	Presentation to Stakeholders (Outcomes from the Project)	MAYFAIR COMMUNITY CENTER

Defining the Study Area

The graduate student team studied the Alum Rock area of East San José, CA. The study area encompasses neighborhoods along an approximately 1.2 mile stretch of Alum Rock Avenue. It is bounded to the west by Highway 101, to the east and south by Interstate 680, and to the north by Mckee Road. Located in City Council District 5, the study area is generally residential, comprised of single-family homes, low-slung apartment complexes, and small, local businesses.

Alum Rock is home to several notable institutions with deep community ties and centered on social justice. Taking its name from the local neighborhood, the Mayfair Community Center serves as a safe space and provider of resources for local residents. Our Lady of Guadalupe Church has been a site of activism and community organizing since the 1970's. The Mexican Heritage Plaza, operated by the School of Arts and Culture, was built on the site of the former Safeway store where César Chávez began his boycott movement for farmworker rights. Today, it stands as a space dedicated to empowering Latinx people by embracing their cultural heritage and traditional art forms. Additionally, the César Chávez family home is located within the study area, a testament to the community's history of organizing around social justice.

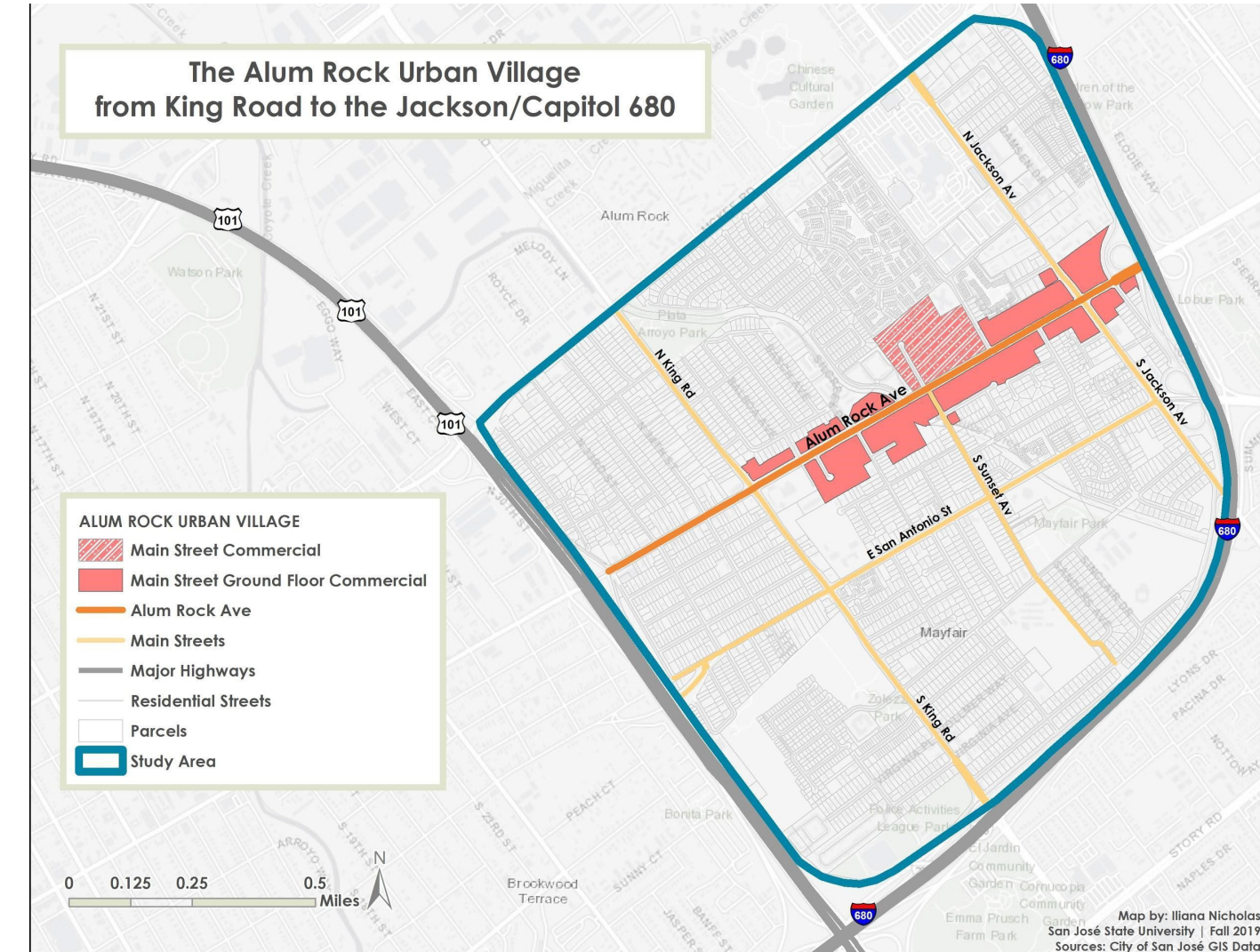
Defining the Study Area



Land Use

This section focuses on policies that shape land use in the city. These regulations define what types of buildings can be built and where, both in terms of use (e.g. a residence versus a restaurant), and the physical characteristics, such as height and minimum setback from the street. The majority of the neighborhoods along Alum Rock Avenue have been designated for single-family homes or small apartment complexes. Along the corridor itself, an eclectic mix of restaurants, locally-serving small businesses, and small auto repair and tire shops are present. However, with the introduction of the Alum Rock Urban Village Plan and the future extension of Bay Area Rapid Transit (BART) regional rail in close proximity, much of the existing land uses are in flux as land speculation continues and approved and pipeline development projects are underway. Three primary land use documents govern this area: the Envision 2040 General Plan, the Zoning Code, and the adopted Alum Rock Urban Village Plan.

The most significant change facing the study area is the adoption of the Alum Rock Urban Village Plan. Urban Villages were listed as a part of a strategy in the Envision 2020 General Plan to facilitate housing and employment growth in San José. The goal of urban villages is to include “a policy framework to transform many of San José’s auto-oriented commercial corridors and nodes into more urban, walkable, and mixed-use communities, where many of one’s daily needs could be met by walking, biking, riding transit, or making a shorter drive.”<sup>1</sup> The area encompassed within the Alum Rock Urban Village is shown below:



General Plan Land Use Designations

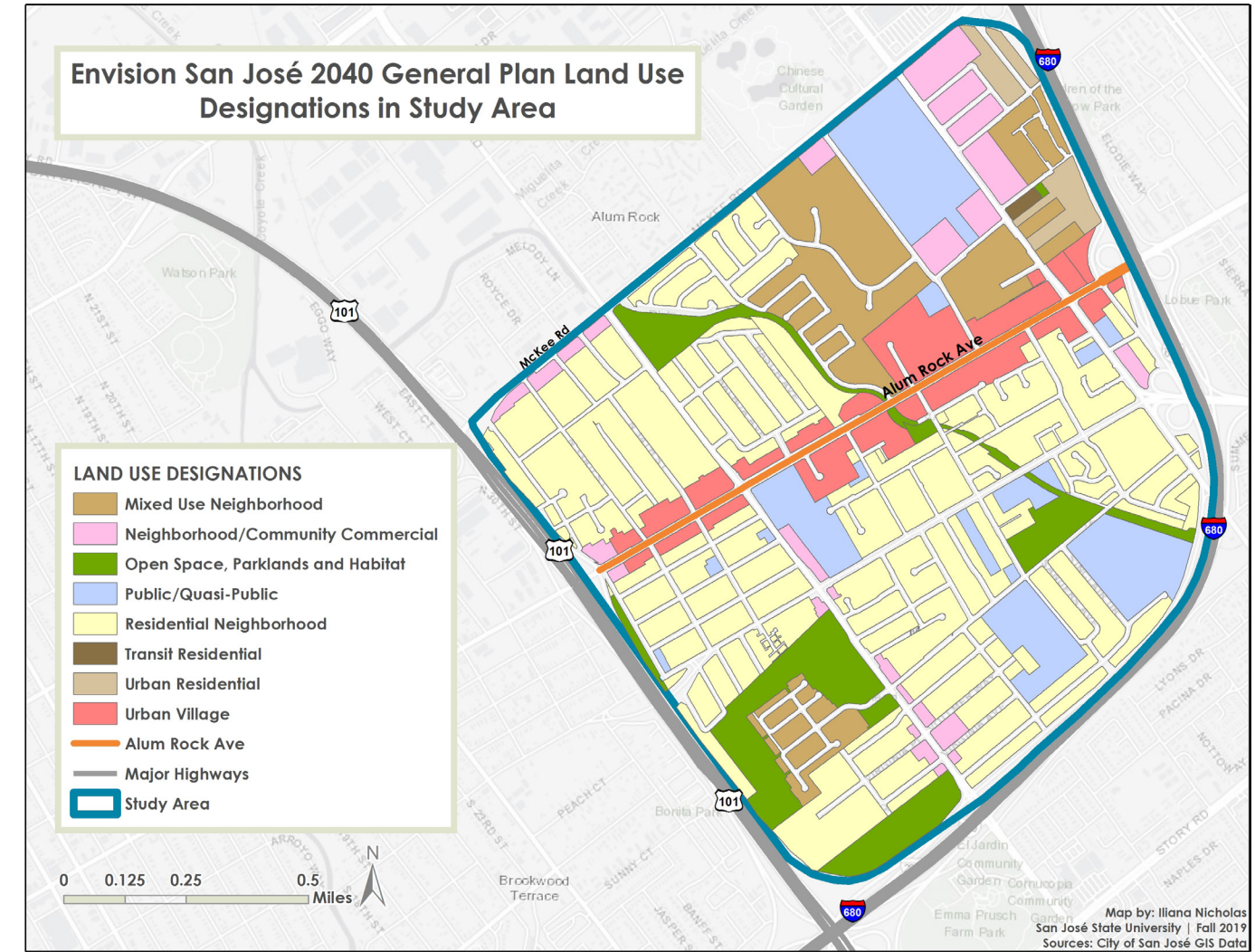
The City of San José’s Envision San José 2040 General Plan highlights the Alum Rock corridor as an area that can help with “building the city’s future urban form.”<sup>2</sup> The City views the Alum Rock corridor as an area of growth opportunity based on three recurring themes identified in the General Plan: location, accessibility, and connectivity.<sup>3</sup> Though each of these considerations can stand alone, when taken together, they reinforce one another to greatly affect the area’s future built form.

Envision San José 2040 General Plan rates the Alum Rock corridor as an ideal development location in terms of both accessibility and connectivity. To start with, it is only a few miles away from downtown San José, has direct access to two major freeways, is home to a future BART station, and is also designated as a “Grand Boulevard”, part of the City’s “Complete Streets” initiative. For those living and working on Alum Rock Avenue or adjacent neighborhoods, the improvements planned for this already enviably accessible corridor will dramatically change their day-to-day activities. A myriad of planning policies aim to better connect transit users, cyclists, and pedestrians to opportunities downtown, to other neighborhoods in San José, and to the Bay Area as a whole.

Alum Rock Avenue satisfies two elements key to successful transit oriented development (TOD) as laid out in the General Plan. First, the avenue is a hub for transit, providing for better non-auto access throughout the corridor. In addition to local bus

service, a downtown bound bus rapid transit (BRT) line runs the length of the corridor from Highways 101 to 680. Additionally, the segment of Alum Rock Avenue between King Road and Interstate 680 has been designated as a Neighborhood Business District with the intention to revitalize commercial areas “through the coordination of public and private improvements, such as streetscape beautification, facade upgrading, business organization activities, business development, and promotional events.”<sup>4</sup> A high capacity transit connection to downtown, and soon BART, coupled with a revitalizing commercial core, makes Alum Rock ideal for TOD.

General Plan Land Use Designation



## Area Zoning

In November 2010, the San José City Council adopted “Pedestrian-Oriented Zoning Districts” to Chapter 20.75 of the zoning ordinance. This designation encourages development tailored to support the pedestrian environment through considered building placement and design elements, as well as a variety of land-use regulations.<sup>5</sup> These new districts will intensify the development of mixed-use buildings along main streets, ground floor retail, and improved streetscapes, contributing to a lively walking environment. Historically, Alum Rock Avenue has been zoned for a variety of land uses, ranging from single-family residential to heavy industrial. However, the corridor was rezoned as a “Pedestrian-Oriented Zoning District”, shortly after the zoning code was amended. To further support pedestrian street life, the corridor was additionally zoned as Main Street Commercial, Main Street Ground Floor, and Commercial Neighborhood as shown in the above zoning designation map and described below:

- Main Street Ground Floor Commercial District (MS-G) requires ground-zoning of commercial uses, allowing residences above the ground floor or behind the structure with a Conditional Use Permit (CUP).
- Main Street Commercial District (MS-C) primarily supports commercial uses. However, mixed-use residential buildings can be approved if a proposed site is larger than eight acres with a Conditional Use Permit (CUP).
- Commercial Zoning Districts including Main Street

Commercial, Main Street Ground Floor, and Commercial Neighborhood which specify the incorporation of different types of retail at varying ratios to the overall building use.

The majority of the corridor is now zoned MS-G, allowing buildings a maximum of five stories accommodating mixed uses.<sup>6</sup> Projects zoned as MS-C are intended to be pedestrian-oriented and excess parking is discouraged, with a maximum of 2.0 spaces per living unit mandated. This parking reduction encourages non-vehicular travel options and contributes to the district as a multi-modal space: with fewer spaces available for parked cars, new residents will be less likely to choose to own a car. Additionally, the minimum parking space requirement for a given development can be further reduced by up to 50 percent if developers meet at least three of the five transportation demand management (TDM) measures listed below<sup>7</sup>:

- Provide a carpool/vanpool or car-share program
- Provide a Clipper Card or VTA EcoPass for employees and tenants
- Unbundle parking: provide parking that is for sale or lease to residents of a building separate from the sale or lease of living units within that residential building; In effect ‘renting’ parking spaces separately from retail space or homes.
- Provide preferential parking including charging facilities for electric or alternatively-fueled vehicles
- Provide a bicycle-share program or free use of bicycles on-site that is available to all site tenants

## Area Zoning

In addition to the zoning described above, a “form-based” set of standards and streamlined permitting have been applied to the Alum Rock Urban Village. This will have a significant impact on the study area as development continues, especially in the approval process. A form based code, as opposed to a more traditional approach focused on land use, shapes the physical characteristics of a building, such as the height, set back from the street, and lot coverage rather than the planned use with in the space. As a result of the streamlined approval process for new development the City of San José planning commission, rather than the City Council, will have discretionary review and approval on projects within the Alum Rock Urban Village. This will result in a faster development approvals but may reduce the avenues available for public comment. At the time of this writing the California State Legislature is developing legislation to amend the planning process which may further streamline project approval in the future.

Language describing each type of zoning in detail can be found in “Title 20” of the San José Municipal Code (SJMC). This document governs the rules and regulations of development within the city, upholding the values of public peace, health, safety, and general welfare. In addition to the general changes to the built environment inherent in the zoning changes outlined above, some of the specific impacts are detailed below<sup>8</sup>:

- Urban Villages are governed in part by “SJMC 20.40.010” and are listed on the “Use Regulations” (See Table 20-90) as CP,

Commercial Pedestrian. Based on these use restrictions, many auto-oriented businesses (full-service gas stations, auto sales, auto parts stores, etc.) are operating as a “non-conforming use”. When developers build new mixed-use buildings, “non-conforming use” businesses will be excluded, eliminating local jobs in the community.

- SJMC designates all development standards conform to the Urban Village Plan (UVP)[6]. This may be problematic in the ARUV portion of the study area since the UVP is lacking much direction or detail. Many of the standards could default to the SJMC, while other urban villages will need to adhere to stricter standards meant to benefit the community. The ARUV is also required to conform to SJMC 20.75.010, “Pedestrian-Oriented Zoning District” while other Urban Villages only need conform to their specific plans. SJMC 20.75.010, Pedestrian Oriented Zoning District, only applies to the Alum Rock Neighborhood Business District.

- This plan calls for street designs that allow for multi-modal transit. However, due to the placement of VTA’s Bus Rapid Transit (BRT) lanes along the center of Alum Rock Avenue, the street no longer has room for a dedicated bike lane, forcing cyclists into vehicle traffic or onto the sidewalks. This negatively impacts pedestrian safety and could result in an increase in bicycle/pedestrian and bicycle/car collisions.

- SJMC 20.90.060 sets the number of parking spaces required for different land use. All urban villages can have parking

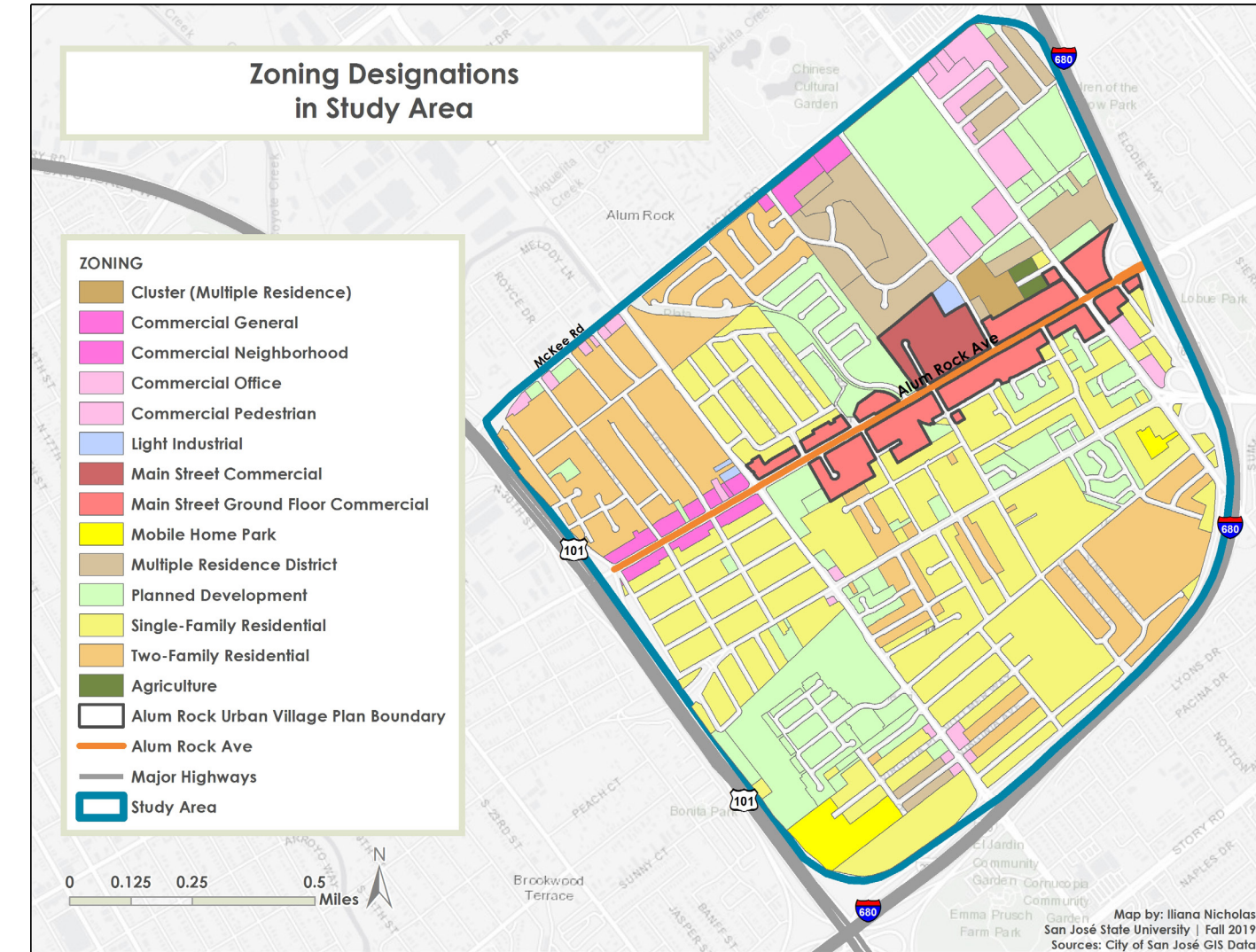


Area Zoning

requirements reduced by 50 percent. The Alum Rock Urban Village can reduce residential parking requirements to 1.25 per unit, down from 1.7 - 2. Currently, increasing housing rents cause multiple families to live in shared homes and apartments, which brings a disproportionately larger number of cars to the neighborhood. This code could exacerbate the already impacted parking situation in the neighborhood. While a number of bus routes, including BRT, are available, it is simply not possible for many residents to rely on them exclusively.

- In addition, SJMC 20.190.060 allows for affordable housing projects to further reduce parking requirements based on income level and unit size. Very low-income requirement for a studio or 1 bedroom could be reduced to 0 per unit (low income 0.25, moderate income 0.5), 2-3 bedroom reduced to 0.25 (low income 0.5, moderate income 0.75), and 4 or more bedrooms to 0.5 (low income 0.75, moderate income 1). Again, as the community calls for increased affordable housing to reduce displacement from rising rents, the units that do get built will put more strain the parking situation.
- SJMC 20.190.070 allows for developers of affordable housing to apply for a waiver to development standards, like those called for in 20.75.10 in the Alum Rock Urban Village. While the community is asking for more affordable housing, waivers to development standards could lead to inconsistent implementation, such as differing sidewalk widths and impediments to non-vehicle forms of transit, such as public transit, bicycling, or walking.

Area Zoning



## Physical Site Conditions

The graduate student team toured the Alum Rock Corridor and surrounding neighborhoods in September 2019 with representatives of the community-based organizations: SOMOS Mayfair, the School of Arts and Culture at Mexican Heritage Plaza, and CommUniverCity. This initial guided site visit helped to contextualize the study area through a local's perspective. Throughout fall 2019, members of the team conducted site visits to study the area and better understand its existing physical characteristics and conditions, conducting outreach and engagement efforts with residents, businesses, and community members.

The major arterial corridors in the Alum Rock study area are King Road and Jackson Avenue, which run north-south and, San Antonio Street and Alum Rock Avenue, which run east-west. Buildings fronting these arterial roads consist primarily of multi-family housing units and businesses, including restaurants, auto-oriented businesses, beauty salons and medical facilities, broken up by many empty commercial spaces and vacant lots. The majority of land to the north and south of the corridor is characterized by residential neighborhoods consisting mainly of single-family homes, interspersed with some multi-family homes and apartment complexes. The majority of the houses within the study area were constructed in the 1950s, around the time Alum Rock was officially annexed as part of San José. The study area has several extant community resources ranging from health services to recreational opportunities. These include the Regional Medical Center of San José, Mexican Heritage Plaza, Mayfair Community

Center, Mayfair Community Garden, P.A.L. Stadium, Rancho de Pueblo Golf Course, and Plata Arroyo and Mayfair Skate Parks. Additionally, there are several faith-based organizations located here as well, most noteworthy of which is the Our Lady of Guadalupe Church, on San Antonio Avenue, just east of Sunset Avenue. As a testament to the activist history of Alum Rock, both the family home of civil rights activist Cesar E. Chavez and the site of his first major boycott, a former Safeway supermarket now occupied by the Mexican Heritage Plaza, are also located within the study area.

### Neighborhood Schools

The study area is served by in part by three public school districts: San José Unified School District, Alum Rock Unified School District, and East Side Unified High School District. Additionally there are four public charter schools in the area: three Rocketship School campuses, and one ACE Charter School. Though these schools are in Alum Rock, as charter schools, they do not necessarily serve the local population. There are no public schools between McKee Road and Alum Rock Avenue, however just north of McKee and west of the study area is Anne Darling, a public elementary school. Located south of Alum Rock are three additional public schools: César Chávez Elementary, San Antonio Elementary, and Lee Mathson Middle School.



Transportation and Streetscape

Transit service is provided by Valley Transit Authority (VTA) via several bus lines in the study including, The 522 rapid, 23, 25, and 45 running along Alum Rock Avenue to the Alum Rock Transit Center. Additionally, the major roads of Jackson and King are served by the 70 and the 12,22, and 77 line respectively. The 522 connects the East Side to the City of Palo Alto via downtown San Jose, Diridon Station, and the El Camino Real corridor. The only dedicated BRT lanes for the route are on Alum Rock Avenue.

The quality of streetscapes within the study area varies wildly based on street typology, from neighborhood sidewalks fronting tidy homes to undersized narrow ribbons squeezed between storefronts and high speed motorists on large streets like King. Additionally, issues of unpaved sidewalks and illegal dumping obstructing the pathways are present.



Public Parks and Open Space

Parks in the study area include Playa Arroyo Park, Zolezzi Park, Mayfair Park, and the currently under construction Esther Medina Park located along a sound wall adjacent to Highway 101. Playa Arroyo Park, the largest park in the study area, draws a diverse crowd of children, families, and a notable younger skateboarding community due to its skatepark. An additional skatepark along with a small pool and water park are located at Mayfair Park, adjacent to the Mayfair Community Center and Community Garden. Zolezzi Park, located adjacent to the Rancho de Pueblo Golf Course, is significantly smaller and lacks the expansive facilities of its neighbors.

Alum Rock also has a major natural asset in Lower Silver Creek. This natural water body flows from the southeast to the northwest diagonally across the study area. The creek is crossed by the major arterial roads of King Street, Jackson Avenue, McKee Avenue, and Alum Rock Avenue and the minor streets of San Antonio Street and Sunset Avenue via vehicular bridges. Additionally three pedestrian bridges cross Lower Silver Creek at Kammerer and Lausett streets, and at Plata Arroyo Park. In the future, it is our understanding that, at an unspecified point in the future, the city will build a pedestrian and bike trail along the length of creek, extending north from the study area to Coyote Creek and south to Lake Cunningham. However, there is currently no legal public access to this creek.



Demographic Information - Alum Rock at a Glance

Criss-crossed by freeways serving as monuments to both the rapid urbanization of 1950's and 60's and historic redlining, San Jose is divided into cultural, racial, and economically disparate fragments ringed by concrete moats and fast flying steel. East San Jose, and specifically the Alum Rock has served as one of these islands supporting a rapidly evolving Latinx population. From early settlers of the 18th century, to migrant workers drawn by the long past agriculture of Eastside, to the immigrants that support the boom of Silicon Valley, Alum Rock and the Eastside has been a center of Latinx settlement. As is common with many lower income communities the study area is denser and with lower levels of higher education than the surrounding communities. These trends can be plainly seen in demographic mapping.

General demographic information for the study area as a whole is displayed at right. Highlights include: education, income, and employment statistics, as well as information on population averages like age and household size.

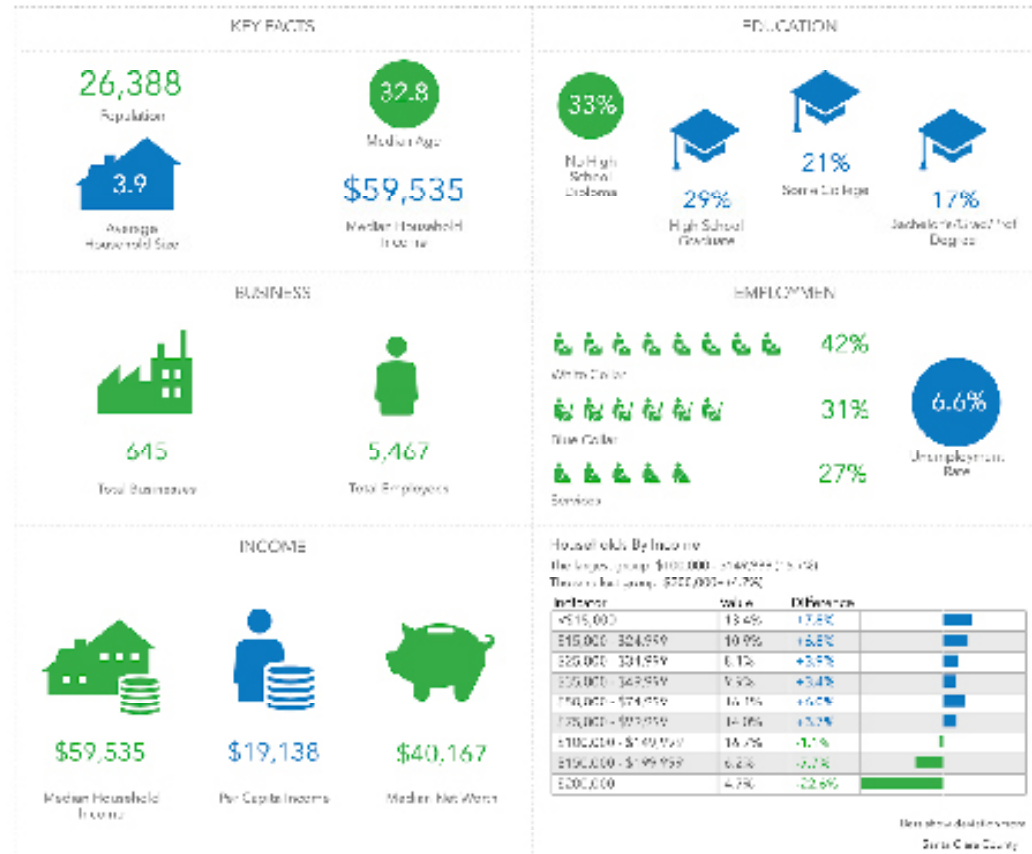


Figure Produced via Community Analyst by Esri

Bachelor Degree Attainment vs. Income Level in the Study Area

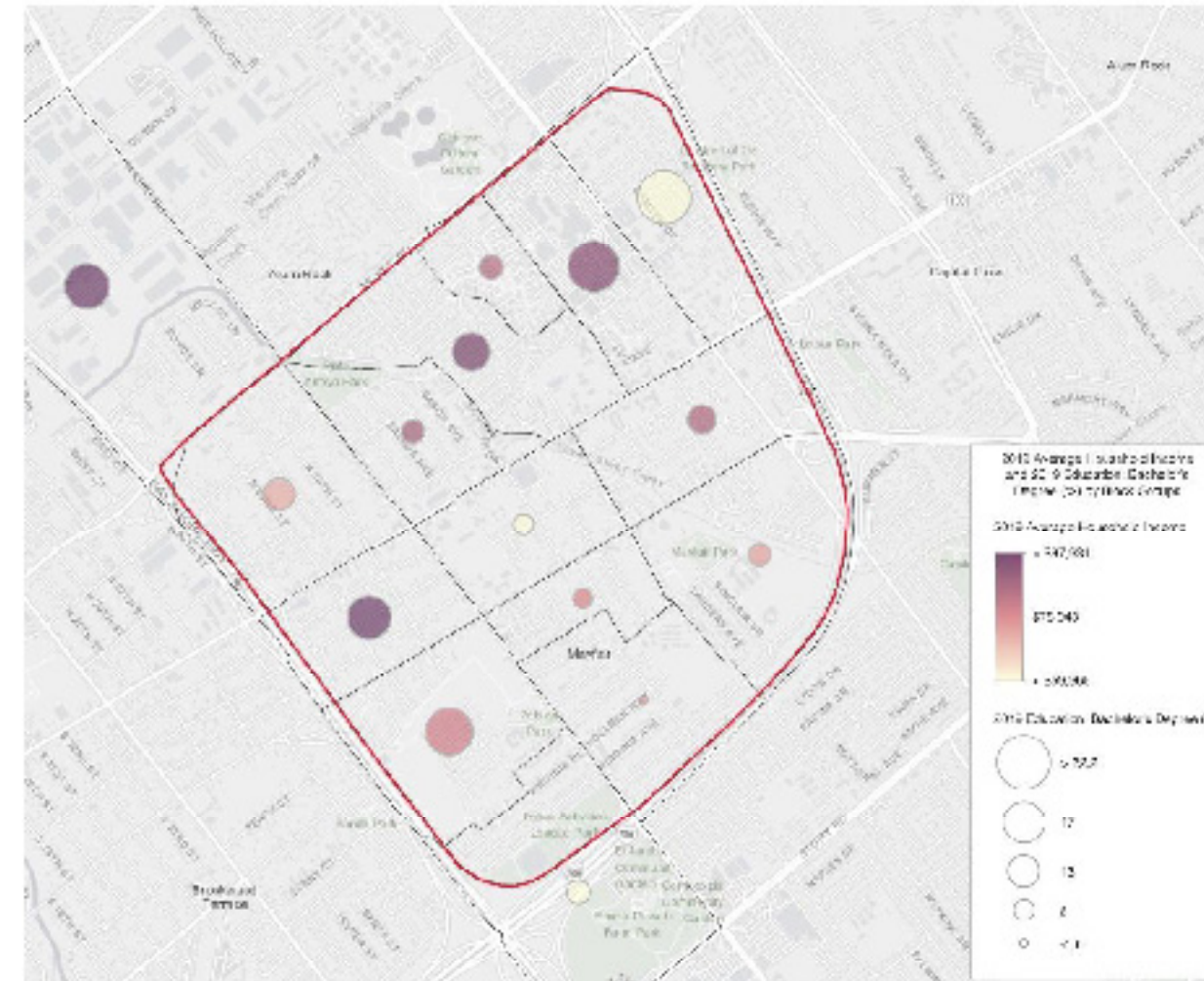


Figure Produced via Community Analyst by Esri

**NOTE:** a higher-resolution version of this image will be included in the final report issued summer 2020.

The figure at left compares the average household income and rate of Bachelor Degree attainment for each census block within the study area. Circle color indicates average income, with darker colors corresponding to higher incomes. Circle size references the percentage of Bachelor Degree attainment, with larger radii representing a higher ratio.

While it does appear that higher income areas tend to have a greater rate of Bachelor Degree attainment (larger circles tend to be darker) there are some outliers. Of the five census blocks with the highest percentage of degree attainment, four have an income over the average of \$78k. However, the census block with the highest overall percentage of Bachelor Degree attainment, 22.26%, has an average income of only \$59,524. Therefore, we cannot with certainty say that a higher rate of Bachelor Degree attainment is an analog for higher average income within census blocks within the study area.

Income in the Study Area

The figure at right displays incomes by census block in northern Santa Clara County. Darker green indicates a higher average income within a given census block. The bright red square indicates the Study Area in East San Jose. Note that Alum Rock and East San Jose tend to have a lower average income than the rest of the county. This trend is especially true when compared to the western suburbs and hills on the left side of the figure.

The west side of the Santa Clara Valley includes cities like Santa Clara, Cupertino and Mountain View, some of the most expensive areas in the country. Home to Santa Clara University, Apple Inc, and Google respectively these constitute cities are some of the most expensive places to live in the county and home to a top tier university and two of the world's wealthiest corporations. By comparison, Alum Rock is one of the poorest communities in the county.

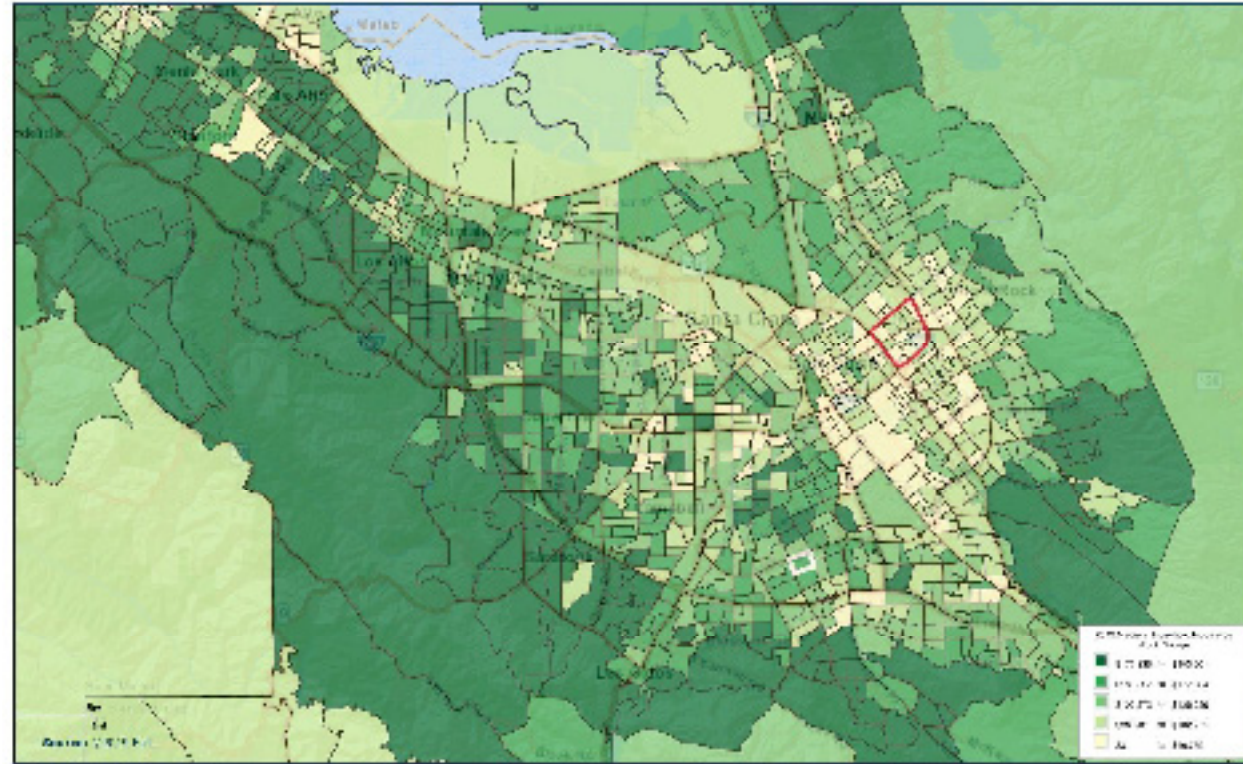


Figure Produced via Community Analyst by Esri  
**NOTE:** a higher-resolution version of this image will be included in the final report issued summer 2020.

Latinx Residents in the Study Area

The racial makeup of northern Santa Clara County tends to reflect the socio-economic segregation, with wealthier areas tending to be whiter, while lower income neighborhoods tend to be more heavily Latinx. The percentage of Latinx residents per census tract is shown in the figure at left. Darker red indicates a higher percentage of Hispanics living in a given census block. The bright red square indicates the Study Area in East San Jose. As shown in the income figure on the previous page, a sharp difference is seen between the Eastside of San Jose and the westside of the Valley.

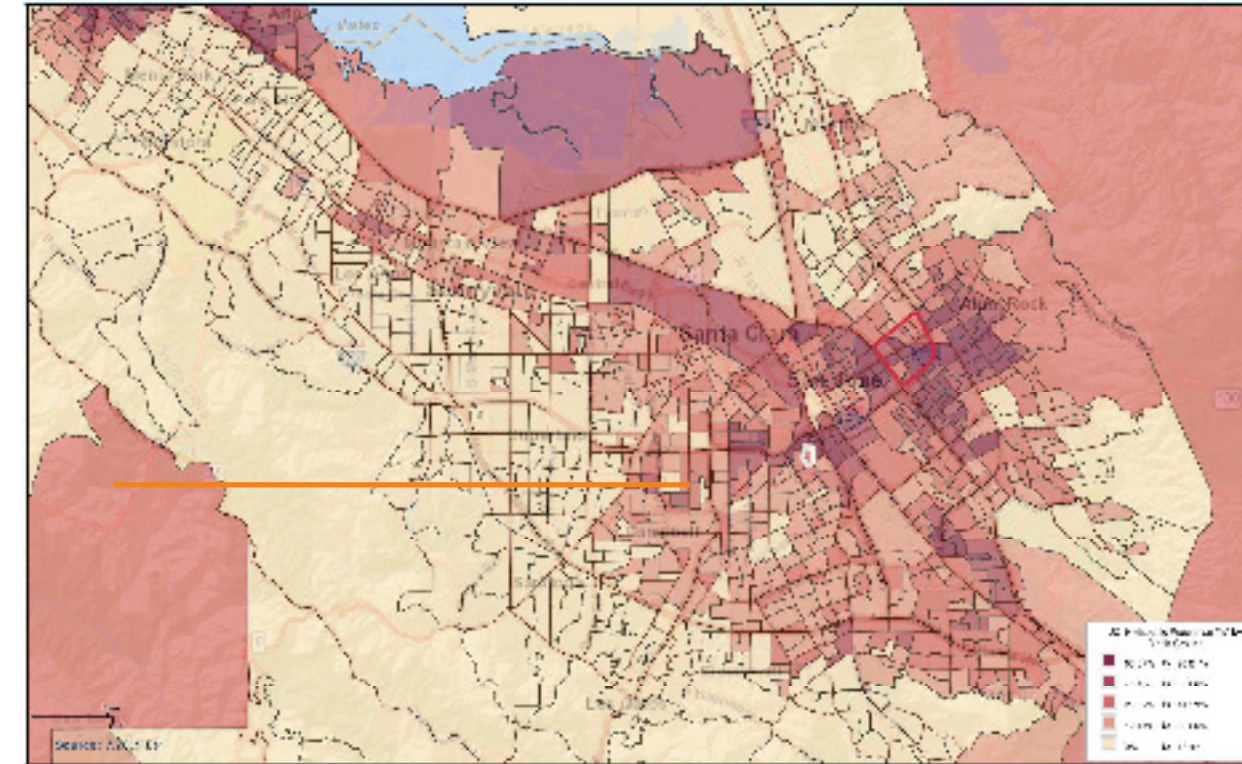


Figure Produced via Community Analyst by Esri  
**NOTE:** a higher-resolution version of this image will be included in the final report issued summer 2020.

### History of the Neighborhood

In order to understand the current conditions of the Alum Rock Study Area, they must be viewed through the lens of their historic development as it relates to the greater San José area. The unique relationship of the many neighborhoods and residents that make up the East Side San José area are reflected in the intertwined themes of racial dynamics, economic development, and community-based political efforts.

The area now known as San José was once home to the Ohlone people, whose population consisted of numerous migratory tribes, each subsisting with their own languages and cultures. The Ohlone people implemented techniques of tending land that were purposeful in their approach to sustainable cultivation, exhibiting extensive knowledge of their environment.<sup>9</sup> In 1777, Spanish colonizers established the first foreign settlement in the area, calling it El Pueblo de San José de Guadalupe, later to be shortened to San José. Settlers utilized these fertile lands to produce food for their settlements, from nearby Mission Santa Clara de Asis and up to the San Francisco Presidio.<sup>10</sup> Tensions between native peoples and foreign settlers led to conflict, resulting in violence and racial separation, which the Spanish used to impose dominance over the Ohlone. As Anglo settlers made their way west, leading to the annexation of Alta California from Mexico to the United States, this preexisting dynamic of dominance through racial division was inherited from the Spanish by the Anglo Americans.<sup>11</sup>

In the late 1800s, San José experienced a period of rapid economic growth through its agricultural industry, evolving

from a fresh produce grower into an industrial, factory-based canning industry. This growth required a steady influx of labor, attracting large numbers of immigrant laborers.<sup>12</sup> Mexican workers immigrated in large numbers to East Side San José in the 1920s, creating two distinct Mexican neighborhoods by 1930: Sal Si Puede (translation: “leave if you can”) and Sunset. These neighborhoods were characterized by a lack of infrastructure, such as paved streets, sidewalks, and streetlights, as they were yet to be incorporated into the city of San José, thus not receiving city investment. The undervaluing of these neighborhoods by the city was compounded by a culture of rampant over-policing of its residents, who experienced racial profiling, violence, and discrimination by local police.<sup>13</sup> The neglect of these East Side neighborhoods by the city, largely along racial lines, was greatly influential in creating their identity as a “separate” place, often marred with the reputation of being “ghetto” and “dangerous”. This inequity, in turn, produced a strong sense of self-empowerment and political agency among the community, motivated by the desire for equity and social justice.<sup>14</sup>

After World War II, the US military made large investments into the aeronautical and computer technology industries in the South Bay, drawing large numbers of white collar, highly paid workers to the area. Former agricultural land uses became less profitable, spurring a transformation of orchards in and around San José into suburban housing and commercial developments. As a result, the agricultural industry was forced to relocate outside the Bay Area, with the canning industry slowly following suit, taking with it a significant source of employment for the Mexican

### History of the Neighborhood

community. The divergence of these industries, along with the emerging trend of “white flight” leading middle class “white” Americans to move away from urban centers, exasperated an existing wealth gap between the East Side community and the rest of San José.<sup>15</sup>



Image Source: Newspaper clippings from the California Room at SJSU MLK Jr. Library

As the greater South Bay was undergoing this regional, economic transformation, the East Side community was transcending into a pivotal era of community organization and self-empowerment, catalyzed by the establishment of the Community Service Organization (CSO) by Los Angeles based organizer Fred Ross in 1952. In the same year, Our Lady of Guadalupe Church was established, becoming a source of pride for the East Side community and a central place of congregation for social movements in the area. Building off earlier efforts to politically integrate East Side neighborhoods into the larger

conversation, the CSO sought to empower residents to build relationships, become local leaders, and advocate for local issues. The CSO helped educate and influence many prominent community leaders to fight for voting rights, workers’ rights, infrastructure improvements, and humane treatment by police. The CSO was an early influence in the rise of César Chávez as a world renowned activist and organizer, beginning with the Delano grape boycott.<sup>16</sup> The historic site of one of his first organized strikes in support of the United Farm Workers, the Safeway store on King Road and Alum Rock Avenue, was rebuilt into the Mexican Heritage Plaza in 1999, a major neighborhood hub for education and cultural events.<sup>17</sup>

Grassroots organizations that took shape in the East Side included United People Arriba (UPA), who advocated for residents facing displacement due to job loss and freeway expansion, created in-home and permanent health clinics, and educated residents on community resources and issues of racism.<sup>18</sup> A prominent member of the UPA was Sofia Mendoza, an East Side resident and lifelong activist who dedicated her work to undo the culture of racism in schools and in the neighborhood, and to expose the rampant police brutality experienced by the Mexican community. Her work culminated in the creation of the Community Alert Patrol, a community-run police accountability group, which ultimately led to the establishment of an Independent Police Auditor to oversee San José Police Department disputes.<sup>19</sup>

Simultaneously, San José State University students were advocating for issues faced by East Side residents, embracing their “Chicano” heritage as a source and symbol of pride.



Image Source: <https://www.kqed.org/pop/102633/rebel-girls-from-bay-area-history-sofia-mendoza-civil-rights-activist>

Student organizations like Student Initiative,<sup>20</sup> or SI, sought to expand self-help initiatives in the community in the similar spirit of the CSO and UPA.<sup>21</sup> Their activism brought to light the underrepresentation of Chicanos in the student, faculty and professional population, but was much more abrasive and direct than their predecessors, often meeting opposition from SJSU authority figures and police. Their determination was greatly challenged in 1968 when students staged a coordinated walkout at the SJSU graduation commencement amidst intimidation and the overt threat of physical violence by police.<sup>22</sup>

These are just some of the stories of this community, presented to exemplify its historic development in terms of racial

dynamics, economic changes, and community organization. The efforts, movements, and leaders of this community, past and present, are vibrant and abundant. As San José continues to experience unprecedented, economic transformation, and racism is still prevalent within all facets of society, it is imperative to understand this rich history of activism and the systemic discrimination it arose from. Recognizing this important context, the legacy of the community organizations of the past can be seen in the great efforts of organizers today.

### Stakeholders

The graduate student research team engaged a myriad of stakeholders through the course of community engagement efforts in the Alum Rock Corridor. These stakeholders vary both in terms of influence and their power to effect change in San José. This spectrum can be approximated through an influence versus interest diagram, displaying each factor on a separate origin to form a graph. The researchers discussed the roles and interests of each stakeholder, then positioning them on the graph based on perceived levels of power and interest. This helped the team gain insight into the relative dynamics amongst the stakeholders, and how best to approach each.

*Influence* is defined as the ability to affect change, whether it be through economic, political, cultural, regulatory, organizing, or ownership power. Although there may be differing opinions on the level of a particular stakeholder’s influence, there is a general

### Stakeholders

consensus on which part of the power/interest grid a stakeholder falls within. With this in mind, the following stakeholders were identified as having major influence and visibility in the study corridor: SiliconSage Builders and other major developers, City of San José, Caltrans, SOMOS Mayfair, and the District 5 office. These stakeholders were also identified as having a higher level of interest in the area. Those with a high level of influence and interest in the Alum Rock Avenue corridor have the most ability to affect change in a particular area. The graduate student research team conducting the community assessment of the Alum Rock Avenue corridor places a high level of interest in all of the stakeholders involved in the process. Stakeholders within all quadrants of the power/interest grid have been engaged, including District 5 Councilmember Magdalena Carrasco and her staff, SOMOS Mayfair representatives, CommUniverCity representatives, local business owners, local vendors, and local residents. The valuable engagement with these stakeholders has provided additional insight into the heritage and happenings within the Alum Rock corridor. The Study Area is also home to several important and influential community organizations described in detail below:

- **SOMOS Mayfair** aims to improve literacy and educational attainment among children, ensure children have equitable access to resources and opportunities, and create a positive self-identity among youth in the area. SOMOS Mayfair aims to make the public aware of the forces of oppression, their neighborhood and as a whole, and ways to advocate for positive change in the community.

- **Alum Rock Urban Village Advocates’** goal is to ensure that the local community’s voice is heard by decision makers during the course of the planning and drafting of the Alum Rock Avenue Urban Village Plan, and that the community is not negatively impacted by provisions in the plan.
- **Alum Rock Business Association** aims to protect small businesses along the Alum Rock Corridor and ensure that new legislation or developments in the area keep existing businesses’ interests in mind.
- **Catholic Charities**, located on Alum Rock Avenue, provides resources for families and individuals in need, focusing on services for elder residents. Through its roots in gospel, Catholic Charities strives to create a more caring and compassionate community that is inclusive to people from all backgrounds.
- **The School of Arts and Culture at the Mexican Heritage Plaza’s** mission is to empower youth to reach their full potential through an education deeply rooted in arts and culture. They instill in the community the important role that culture has in well-rounded development.

## Stakeholders

- **Amigos de Guadalupe** is a community based organization which focuses on education, health, immigration, and housing issues in San José. The mission of Amigos de Guadalupe is to create a vibrant, self-sustaining community in Mayfair by delivering basic needs and advocating for advancement and positive change.

Many stakeholders play a key role in the communities they belong to, and it is important to make sure that the voices of all of them are reflected in the engagement process.

## Outside Speaker Series

In addition to field research, the graduate student team also heard from several experts in the planning field along with activists and community organizers familiar with the study area. Below is a distillation of the major themes presented by each speaker.

### Peter Rice and Doug Moody

San Jose City Department of Transportation  
Date: October 16, 2019

Doug Moody and Peter Rice, transportation specialists on the Policy and Planning Team at the City of San José's Department of Transportation (DOT), discussed the current state of work on "En Movimiento", the current transportation plan for East San Jose. En Movimiento is a Multimode Transportation Improvement Plan (MTIP) which is designed to complement the planned East Side Urban Villages by improving transportation options other than a car. The DOT team is, at the time of writing, in the second of four planning phases on community outreach.

A major goal of the MTIP planning process is not only to identify possible transportation improvements projects, but also prioritize these projects based on positive community impact per cost -- in effect getting the best outcome with a limited budget. Rice and Moody emphasized the importance of genuine and significant community input to the MTIP planning process to ensure an equitable transportation plan that embraces the ideals of preserving and protecting existing communities.

### Dr. Terry Christiansen

San Jose State University Professor Emeritus  
Date: October 16, 2019

Dr. Christiansen, a Professor Emeritus at San Jose State University, detailed the history of planning in the City of San José, beginning with the 1930's, and how it has shaped the current housing challenges facing the city. Prior to the automobile age, San José was a rich agricultural city known for its orchards. These Orchards gave way to tract housing. Christiansen then expounded upon the legacies of planning policies. The planners of the 1950's and 1960's were aggressive in annexing nearby unincorporated areas into the city of San José. Part of the rationale for these annexations was to prevent other South Bay cities from encroaching, as they too were rapidly expanding. This rapid, aggressive, and reckless annexation has led to the enduring problem of urban sprawl in San Jose. Today 94 percent of San José's residential land is zoned for single family homes.

Dr. Christiansen discussed how housing became a lucrative option for developers during the period of annexation. Managed growth began in the 1960's and 1970's. The growth of the Latino population began during the 1970's. The city introduced Proposition 13 in 1978, which capped property tax. The city reduced services and began to focus on the fiscalization of land use to support tax revenue. Technological jobs brought about by defense and aerospace spending, and tract home construction stimulated relocation and economic growth of the city. The city found ways to

innovate in the Eisenhower era: freeways were built; and institutions like Stanford, Hewlett Packard, Ames lab, Lockheed Martin, Xerox, IBM and Fairchild Semiconductors produced windfalls in tax revenue. The progress committee, the city manager AP Dutch Hamann, Dutch's Panzer Division, the "Book of the Month" club (a bond campaign in place to fund infrastructure growth) pushed growth.

### Amelia Post

SOMOS Mayfair Leadership Program Manager  
Date: October 23, 2019

Amelia Post said her organization focuses on leadership development programs as a way to enhance the skills and knowledge within the community with an emphasis on community engagement when dealing with complex topics that require community input. Post discussed the importance of identifying expertise in the community and preserving communities' history and culture. The legacy of San Jose as a Spanish town during the goldrush contributes to the identity of the Eastside. Post talked about how the community was established by miners extracting mercury in 1850's, as a way to support each other with social and mutual aid societies. Post also reflected, the construction of two interstate highways, 680 and 280, right through the community affected it -- changing the landscape and increasing pollution. SOMOS Mayfair, she explained, invests in community led workshops that make members of the community into leaders.



She highlighted the importance of transparency and respect as necessary tools when conducting community engagement, and education, reflecting on and connecting experiences to the larger picture. Reflection and action evaluation were vital to building a strong culture in the community as the process was repeated. SOMOS Mayfair uses a four-step approach to community engagement: reflecting, acting, evaluating and repeating to grow and educate their members.

### Fred Buzo

Associate State Director of AARP  
Date: October 30, 2019

AARP representative Fred Buzo gave a discussion about the importance of developing age-friendly communities. He stated that AARP represents the interests of those aged 50 and above. Buzo studies theology and law, however, his main focus was on zoning codes, highlighting housing concerns at the state level during his presentation. In 2016, the organization started to touch upon transportation issues. With Measure A set to raise over \$1 billion, AARP plans to take a stance on this local initiative measure for the first time. Buzo added that the organization plans to advocate for local level policy changes. The organization believes in age-friendly policy and advocates the message that what's good for an 8-year-old is good for an 80-year-old. As an aging national population we are unprepared to deal with the progressive aging he said. In San Jose alone, the population over 65 years old

will double from 2010 to 2025. In 2017, they numbered over 134,400. Buzo stated that 10,000 baby boomers turn 65 every day emphasizing that planners should use these metrics to design age appropriate communities. Older people, he stated, would prefer to live independently, staying in their homes and communities. This yields concerns that streets are unsafe for non-drivers and older adults who like to ride buses at a higher rate than rail. However, Buzo concluded by saying that we need to get members of the community to stop talking solely about issues of traffic, but rather to share aspirations for the community. also noted that in the Alum Rock Corridor, talks are being had with key stakeholders such as SOMOS Mayfair, the School of Arts and Culture at the Mexican Heritage Plaza to collaborate on ideas to create age-friendly communities.

### Lori Severino

Diridon Program Manager for the City of San Jose  
Date: October 30, 2019

Lori Severino, Diridon Program Manager for the City of San Jose, spoke to the importance of community engagement to the planning process. In contrast to the top down planning process of the urban renewal era which destroyed neighborhoods and fragmented communities, Severino emphasized the necessity of community focused planning. To facilitate this engagement, she described an iterative process: think, initiate, engage, review and then shift to meet the goal. By continually reviewing the

effectiveness of the outreach and adjusting tactics to better engage the community, the entire process can be improved, strengthening the city's relationship with its residents, and soliciting higher quality impact and feedback. Additionally, institutions must ask what communities want for themselves during advocacy and engagement. Communities value transparency, clear and consistent communication about processes that facilitate realistic expectations of the public role in the process said Severino. She noted that effective methods provide a variety of meaningful opportunities to provide input. Accountability, Severino suggested, means following through when inputs fail to meet or connect with communities to achieve results. Severino named community meetings, online feedback, pop-ups at community events, office hours, presentations and discussions with neighborhood organizations and city commissioners as tools where stakeholders can be looped into the decision making process and community partnerships built. Severino expounded that to run effective community engagement events close attention must be paid to event details. A well-rounded community engagement must include interpretation, and be accessible; taking into account lighting, acoustics, and wall space, and perhaps necessitating the inclusion of childcare, child activities, and food. To run a smooth event, she concluded also required compassion, allowing members to share their visions and express what they want to happen in their neighborhood.

### Demone Carter

Senior Project Manager School of Arts Culture and Multicultural Arts Leadership at Mexican Heritage Plaza  
Date: November 6, 2019

Demone Carter talked about the importance and significance of public art to the community, citing as an example the incident in Charlottesville where protesters and demonstrators responded to the removal of a statue. He stated that people choose what to memorize through the vehicle of Public Art. Another example, the Mural de la Raza on the Sunset Avenue Payless building was painted over by the property owner, erasing a personal culture and identity shared by the community at large. Following a community outcry, the artist sued the property owner and was awarded restitution, affirming the importance and power of art in the community. Carter recognised the School of Arts and Culture in sharing experience through the lens of art. In 2016, the institute won grant money for a project that catalyzed the beauty, creativity and talent of the Mayfair community and showcase local artists such as Sam Rodriguez whose piece *Donna Mayfair*, a mobile mural installation, is showcased at the Mexican Heritage Plaza. Carter emphasized the need for realism in art felt by the community - art must represent their humanity and their livelihoods. In addition the organization funds local groups such as Jovenes Activos to produce art for and by the community. According to Carter key to effective public art is that who ever makes the art must be mindful and respectful of the community.

Laurel Prevetti

City Manager of Los Gatos  
Date: November 6, 2019

Laurel Prevetti spoke to how best to run an effective community event. As the City Manager of Los Gatos and the former deputy planning director of the City of San José, Prevetti is experienced in the importance of clear and effective community engagement. She shared her experience with the Poco-way project, and the difficulties of balancing council direction, challenges faced by residents, and being sensitive to the diverse cultures and life experiences of the multilingual community. Prevetti noted several keys to successful outreach: the quality of interaction with the individuals who are in attendance, to draw out their ideas, hopes and dreams, to create a meeting atmosphere and exhibits that are welcoming allowing people to share their opinions, to provide different modes of communication, and engagement and different ways of recording feedback received, to understand how to set a table to achieve success, and how to welcome clients or community members and to be mindful of your approach to others.

Policies & Regulations Shaping the Alum Rock Corridor

In an effort to better understand previous planning efforts and contextualize the built environment of the study area, the graduate student team reviewed documents, policies, and regulations related to the Alum Rock Study Area. The review included items that pertained to San José as a whole, as well as those discussing on-going and future projects.

Previous Planning Efforts

East San Jose MTIP (Community Engagement Portion)

East San José Multimodal Transportation Improvement Plan utilized an inclusive and equitable outreach process with the intention of gathering input from a broad cross-section of individuals and organizations. Outreach planning efforts are based on key goals identified by consultant teams. Such goals are built on previous outreach, listening to the public through effective, accessible outreach methods to reach diverse populations. These efforts help to educate the community on the core concepts such as modes of transportation and transportation solutions, and connect with community stakeholders, local leaders, and individuals.

The project will be guided by a strong public involvement process to ensure a consistent approach and clear communication about its purpose and engagement goals. The informational material is translated in Spanish and Vietnamese, with

interpreters present at meetings and presentations to help facilitate the communication process. The plan attempts to reach those who are traditionally underserved; low-income populations, people with disabilities, youth and activists, advocates, and community-minded neighbors. Venues for in-person events are selected carefully to maximize accessibility for and participation of these groups. The thoughtful approach to this outreach is a necessary precursor to the careful consideration taken by the graduate student team in conducting their engagement with the community of the Alum Rock Study Area.

Mayfair Strong Neighborhood Initiative 2002

The Strong Neighborhood Initiative program was brought to the Mayfair community in the early 2000's to collect community feedback and create a list of their most desired public amenities. The process involved extensive community outreach and participation, leading to a "Top Ten" lists which listed the amenities that people wanted most in the neighborhood, ranking them according to their relative costs. Among other items, the list called for a new Adult Learning Center, a new Library and more affordable housing for residents to prevent displacement. Having this amenities list from nearly two decades ago allows the graduate students, stakeholders, and the community to gauge the progress made in acquiring these improvements, and to also assess how previous community desires compare with current needs.

## Previous Planning Efforts

### Futuro De Alum Rock Open House Event (May 2019)

In a community event held on May 18, 2019, over 150 residents showed up to discuss the future of the Alum Rock corridor.<sup>23</sup> The discussion indicated the fear of residents in losing their homes and local businesses to newer developments. Community conversations to date reflect the consensus that citizens are open to newer developments in Alum Rock Urban Village,<sup>24</sup> but demand for these developments to not dilute the culture of the area or cause displacement.<sup>25</sup>

The community assets identified at the event include history, people, social & public infrastructure, and ‘placemaking’, or informal means of community expression in public space. A few of the challenges described by the community include civic distrust, cultural threat, economic immobility, homelessness, housing, displacement, etc. A few of the primary long term community goals identified in these discussions revolve around the development of a vibrant, self-sustaining East Side San José: affordable housing, commercial spaces, businesses & jobs, protection from displacement, preservation of neighborhood culture, and promoting public art.

The engagement efforts detailed in this report, along with the open house event, are a direct continuation of the “Futuro de Alum Rock” open house event.

## Land Use Documents

### Form Based Codes

Form based codes are an alternative to traditional, Euclidean zoning, focusing less on use, such as commercial, residential, etc., and more on the built form, which relates to building height, setbacks, building facades, depth articulation, and the shaping of public spaces. Public spaces are composed of streetscape design and individual building character as it relates to the overall feeling of the community. Although form based code does regulate land use, it is often a secondary role and more broadly defined than Euclidean zoning. Form based code encourages a mix of land uses, focusing on community input and a public design process which helps create a clear vision for an area. As the current Alum Rock Urban Village Plan is the only urban village plan in the city of San José to utilize this type of zoning, it is of the utmost importance that strong, community input is provided to advocate for the needs of the existing neighborhood. Collecting this input requires a proactive engagement process that is thoughtful and extensive.

### Envision San José 2040 General Plan

The Envision San José 2040 General Plan identifies twelve major strategies to guide a vision for San José’s future. These twelve strategies are community based planning, form based plan, focused growth, innovative employment centers, urban villages, streetscapes for people, measurable sustainability, fiscally strong city, destination downtown, natural resources, healthy community, and major reviews. The 2040 General Plan seeks to

promote growth in San José along existing commercial corridors through densification of housing in a number of urban villages. The urban villages are intended to be mixed land uses focused on transit oriented lifestyles. The densification and urban infill as designed by the urban village plans will help enable San José to become a more sustainable and economically resilient city by encouraging walking, biking and public transportation use to facilitate every day activities.

### Zoning and Code Reform in San José’s Urban Growth Area – Cracking the Code by SPUR (2015)

SPUR encourages the City of San José, which is facing unprecedented economic and development growth, to develop “ground rules of design” through zoning and code reform to have a positive impact on the new real-estate development in the City. The document looks at other cities and the successes they have had at reforming zoning and code laws to encourage development while ensuring the new development embraces urban design guidelines. To achieve this, SPUR outlines recommendations that fall within five different categories: 1) Ground Floor Use and Form, 2) Site Access, 3) Parking Supply, 4) Stormwater Treatment, and 5) Fire Access. The goal is to streamline the development process and get rid of unnecessary time consuming administrative processes.

### It Takes a Village– Strategies for successful implementation of San José’s Urban Village Vision by SPUR (2019)

This document was created as an effort to assist the City of San Jose with recommended strategies that can remove barriers when developing urban villages and promote more successful and timely development throughout San Jose. The document outlines challenges in building urban villages as well as opportunities of how future urban villages can be successful and what that could mean for the City of San Jose. The paper also spells out five recommendations the city can use to implement successful urban villages such as using good planning principles that steer housing and job growth, implementing an equitable and inclusive planning process with the community and recommendations on how to grow long-range planning capacity to meet the city’s ambitions and needs.

### SB 330 (Skinner), Housing Crisis Act of 2019

SB 330 was passed by the California State Legislature and signed into law in 2019 by Governor Newsom. Its primary goal is to encourage the creation of more densely developed and affordable housing units. The primary mechanisms utilized by this piece of legislation are freezing the fees and regulations associated with development once an application is submitted and limiting a local agencies ability to rezone areas for less dense development. The hope of this legislation is that it will make the development process more predictable and profitable for developers so that they can deliver more housing units in areas that need them the most.

AB 3194 (Daly), Housing Accountability Act Amendment: Project Approval (2018)

AB 3194 was passed and signed into law in 2018 and strengthens the Housing Accountability Act to prohibit a local government from requiring rezoning of a housing development if the project is consistent with the general plan, but the zoning for the project site is inconsistent with the general plan. The amendments also provides three additional major revisions as follows: 1) a proposed project is not considered inconsistent with applicable zoning standards, and shall not require a rezoning, if the project is consistent with objective general plan standards even if the local agency's adopted zoning for the project site is inconsistent with the general plan; 2) if the zoning is consistent with the general plan, a local agency may require a proposed project to comply with the objective standards of that zoning, but those standards must be applied to allow development at the density permitted on the site by the general plan; and 3) its intent that a "specific, adverse impact on the public health and safety" will "arise infrequently" bolstering a project's chances of approval given the difficulty in making fairly onerous findings.

Lower Silver Creek Master Plan (2007)

Silver Creek runs northwest through the Mayfair neighborhood and, in its current condition, exists as an underutilized resource. The Lower Silver Creek Master Plan (LSCMP) is a planning document that was finalized and published in December of 2007 and it primarily details the development of

a trail along Silver Creek. When completed, the trail is going to stretch for approximately 6.5 miles to connect Lake Cunningham Park to the south with the Coyote Creek Trail to the north. Once the City's vision is fully realized, there will be a trail system in San José that covers over 100 miles. The LSCMP lays out the existing conditions along the creek, the planned trail path, needed infrastructure improvements, and the estimated cost of the project.

ActivateSJ Strategic Plan Document & Benchmarks (Draft 2019)

This plan has a 20-year horizon and aims to address opportunities and challenges within several areas including stewardship, nature, equity and access, identity and public life pertaining to open space and parks. San José's Department of Parks, Recreation, and Neighborhood Services manages a large quantity of assets, and the plan guides the department on where to direct funds based on an infrastructure backlog regarding maintenance and improvements. It pays attention to marginalized and underserved areas as well, and aims to improve equity in all neighborhoods throughout the City.

Economic Strategies

Economic Prosperity Strategy- Improving Economic Opportunity for the Bay Areas Low-and Moderate-Wage Workers- (SPUR 2014)

This document provides several strategies to increase economic prosperity in the Bay Area. While most of the strategic goals could apply to any part of the City, there are several that

specifically would benefit the Alum Rock/Mayfair neighborhoods. An interesting finding is that most laws and tools that help with economic opportunity are at the state and federal levels. However, the report notes, "While local and regional governments have fewer tools to dramatically reduce poverty, they do control policies and investments that affect overall economic prosperity." Land use, jobs, and housing related decisions are made at the local level, and have a big impact on the community.

Transportation Documents

San José BART Station Access Planning, Final Report (2016)

The 'San José BART Station Access Planning, Final Report' details the expansion of BART to Santa Clara County, and was developed after multiple charrette sessions with key stakeholders, including VTA, BART, the City of San José, Caltrans, District 3, HUD, SCC Public Health Department, the Silicon Valley Leadership Group, CommUniverCity, and Greenbelt Alliance. Ways to improve access to the station within half a mile are explored, since studies determined that there are obstacles getting to the station via foot or bicycle. Overall, the report seeks to explore ways in which the Alum Rock/28th Street station can reflect the fabric of the Alum Rock community while also creating outlets to enable non-motorized and public transportation access to the new station.

Vision Zero – San José Two-Year Action Plan, (2017 & 2018)

In May 2015, the City of San José adopted a "Vision Zero" policy, which sets forth an ambitious goal of reducing the amount of severe accidents and deaths of pedestrians and cyclists to zero. Vision Zero has centered its efforts on evaluation, engineering, enforcement, and education, reflected in the collection and analysis of data, the improvement of pedestrian infrastructure, increased ticketing of safety infractions, and safety training, respectively. The successful implementation of Vision Zero policies can have a transformative effect on the culture of San José as a whole, one that is highly dependent on automobile travel, to influence car-less travel, shorter scale land-use, more efficient transit options, and more robust, pedestrian-oriented public spaces. These changes would specifically benefit the Alum Rock Corridor by informing "complete" street design, improve issues of public safety, improve public health through walking and reduced emissions, and possibly reduce the number of cars in the neighborhood.

East San José Multimodal Transportation Improvement Plan

The East San José Multimodal Transportation Improvement Plan (ESJ MTIP) is based around six East San José Urban Villages, whose purpose is to provide an overview of existing conditions within the study area and document previous and ongoing planning efforts.<sup>26</sup>

Transportation Documents

San José Bike Plan 2020 (2009)

In 2009, the City of San José approved their Bike Plan 2020 which identifies visions, goals, strategies, actions, and performance measures. This plan has five goals with the most ambitious one being the creation of 500 miles of a bike network by 2020 as well as creating a zone of mixed uses that would “create neighborhoods that include nearby jobs, housing, shopping, and schools reduces the distance of daily trips; shorter trips become more viable by bicycle.”<sup>27</sup> The Alum Rock neighborhood is bound by a number of freeways including Highway 680 and Highway 101 and the implementation of the Bike Plan 2020 would greatly increase access in and around the Study Area. The City has also identified the value of partnering with other public transit agencies such as BART to achieve their goals. This partnership would generate much needed bike parking capacity, both on public transit modes of transportation and at the public transit facilities.

Community Based Transportation Plan for East San José (2009)

The Community Based Transportation Plan for East San José a planning report created in 2009, by the Santa Clara Valley Transportation Authority (VTA), in partnership with many other government agencies, to address the future transit needs of East Side San José. The plan was touted as “community based” efforts by VTA to engage in community outreach in assessing issues related to transit.

The “relevant studies and projects” in the area are mainly

focused on large infrastructure projects, such as BRT and Light Rail extension, which inherently cater to regional travel. Approximately 21,000 surveys were distributed in an effort to obtain community input regarding transit. The report lists a variety of findings from the survey results, however less than 2,000 surveys were given in person, and 19,000 were sent by mail or with school children to bring home, leading to a final tally of 439 surveys being completed and returned.

BART Expansion Phase II

The Bay Area Rapid Transit (BART) is planning to expand into Downtown San José in 2026. The expansion will include a station at 28th Street near where Santa Clara Avenue crosses Highway 101 into the Alum Rock Corridor. This station will create a direct transit connection between the Alum Rock Corridor, the East Bay, and San Francisco. While the station is not in the Alum Rock Study Area, the expanded infrastructure for station access will connect Alum Rock and development will increase in the neighborhoods close to the station.

Alum Rock/28th Street Station will feature a below-ground concourse serving 10,300 daily passengers in 2035. A walkable, mixed-use Transit-Oriented Development has been proposed for the 13.7-acre station site.<sup>28</sup> A station access plan provides details on how pedestrians, cyclists, and public transit riders will be prioritized in accessing the station.<sup>29</sup> Possible improvements include: building a Silver Creek greenway for pedestrians and



Transit Oriented Community VTA's Alum Rock Station Playbook  
<https://www.vta.org/projects/bart-sv/phase-ii/transit-oriented-communities-study/28th-street>

Transportation Documents

cyclists which would connect with the Five Wounds and Coyote Creek Trails; adding enhanced cycling infrastructure to the San Antonio Street corridor; and improving the Hwy 101 overcrossing along Santa Clara Street/Alum Rock Ave.



BART Expansion Phase II  
<https://www.vta.org/projects/bart-sv/phase-ii>

MTC-ABAG: Plan Bay Area 2040

Plan Bay Area 2040 is the long-range Regional Transportation Plan and Sustainable Communities Strategy for the nine-county San Francisco Bay Area. The document addresses future growth over the next two decades and projects transportation and land use strategies to enable a more sustainable, equitable and economically vibrant future.

Currently, the Bay Area strategy supports the region’s long-range transportation plan and sustainable communities’ growth. The vision established in the Plan Bay Area 2040 projects household and employment trends within the region over the next 24 years, provides a roadmap for accommodating expected growth and connects it all to transportation. As part of the plan, the Berryessa Station to San Jose Extension Project would physically extend BART from the future BART Berryessa Station in San Jose to Downtown San Jose and then into Santa Clara. Project includes four new stations with one being in Alum Rock.

Santa Clara/Alum Rock Bus Rapid Transit – Project Communications and Outreach Plan

In March 2014, the Santa Clara/Alum Rock Bus Rapid Transit -Project Communications and Outreach Plan was published by VTA to communicate the impacts of the construction phase of the BRT project along Alum Rock Avenue, including a general list of potential construction inconveniences, mitigation

Transportation Documents

efforts to minimize those identified issues, and a plan to establish effective communication with the community regarding these efforts. Potential issues identified by the CEQA process included detours, closed lanes, excavation, and asphalt paving, promising BRT infrastructure that would provide improved transit services. As construction of the project took place, the short and long term impacts were not adequately communicated to the community, who lamented the permanent loss of street access, intersection crossings, and street parking, but also the prolonged construction timeline, the noise and air pollution from construction, increased traffic, and the lack of access to local businesses, which caused many long-time businesses to close. The inadequacy of VTA’s communication plan can serve as a lesson for future large development projects along Alum Rock Avenue to demand more accountability in project impacts and communication.

Community Development Documents

Cultural Connection: San José’s Cultural Plan (2011)

This document illustrates San José’s plan for cultural development over the next ten years, with the purpose of creating a more vibrant San José through utilizing arts and culture. Taking note of the city’s participatory and “hands-on” character San José’s cultural activities are often informal and off-the-radar. The authors set out to achieve this vision through pursuing the following guiding principles: cultural participation, innovation, cultural pluralism, arts and economic prosperity, and through

communicating the public value of the arts. Cultural participation would consist of supporting participation in the arts and encouraging community members to get involved with deciding what artwork best reflects their community. This document is of great significance to neighborhoods such as Alum Rock, which have a diverse population and a distinct neighborhood character. Cultural Connection seeks to engage residents of Alum Rock to promote local businesses and support informal artwork, including colorful wall murals and local art spaces.

San José’s Citywide Anti-Displacement Strategy (2018)

Born out of the “Housing Crisis Response Workplan” of Winter 2009, the “Citywide Anti-Displacement Strategy” seeks to address the concerns of displacement by setting forth an ambitious plan to build a total of 25,000 homes (10,000 affordable and 15,000 market rate) in five years. The plan intends to activate urban village plans while strengthening tenant protections, pushing forward “shovel-ready” projects, emphasizing mixed-income development, and implementing an Ellis Act ordinance to provide protections against displacement due to redevelopment. City staff has acknowledged the challenges with funding, specifically for affordable developments, estimating \$548.1 million dollars needed to meet the 25,000 unit goal, suggesting fees and zoning changes to address the issue. As the Alum Rock Urban Village Plan is currently undergoing revision, it is possible that this strategy can encourage a greater number of housing developments in the area. However, the mayor and city

Community Development Documents

council recently voted, in a controversial, split decision, to reduce the protections granted in the Ellis Act, a possible sign that the city may be deviating from this anti- displacement strategy to focus on economic development.

Action Plan: Plan Bay Area 2040 Final Plan (2019)

In response to emerging and increasingly pressing threats to the Bay Area communities, ecosystem and economy, the Action Plan recommends continuing and expanding existing resilience efforts and developing creative funding solutions to implementing resilient projects. Resilience efforts help the region protect assets and people from natural disasters like earthquakes, floods, landslides, and fires. Also, there is a need to prepare for climate change hazards like sea-level rise, extreme storms, and droughts. Resilience underpins the achievement of many other goals in the plan, such as housing, infrastructure, and economic development. The document also explores the challenges of building additional housing in the Bay Area, from politics to land-use to cost. As Silver Creek runs directly through the Alum Rock Corridor, these recommendations can provide momentum for environmental investments, initiating improvements laid out in the Lower Silver Creek Master Plan.

Gateway East Strong Neighborhoods Initiative Planning Area-

2015

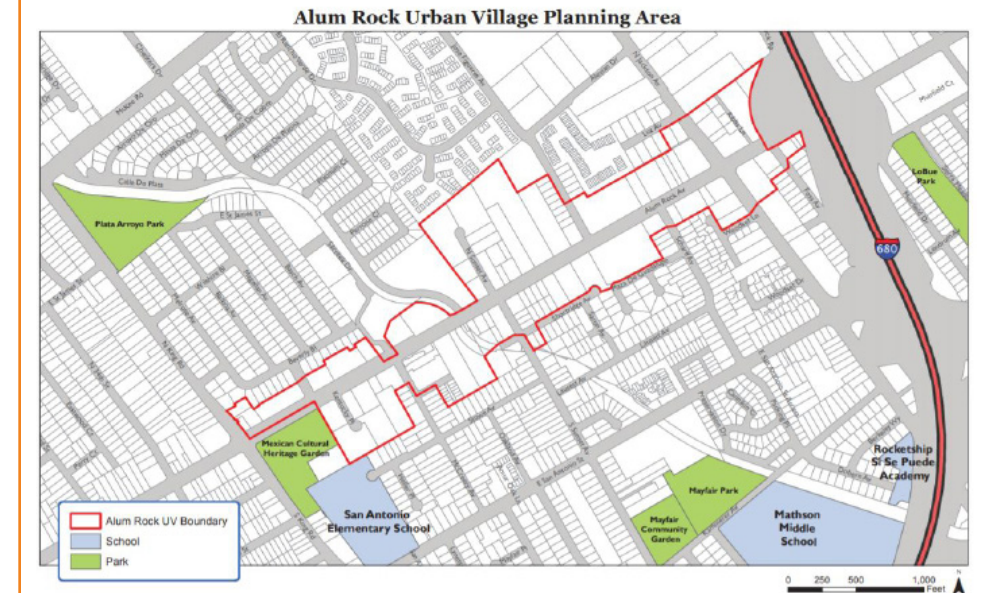
The Gateway East Strong Neighborhoods Initiative Planning Area (GESNIPA) is a product of the Strong Neighborhoods Initiative (SNI) comprehensive neighborhood revitalization program. Led by the San José Redevelopment Agency (RDA), in collaboration with the City of San José and the community, the plan seeks to foster clean, safe and thriving neighborhoods through a two-stage approach of planning and implementation. The planning area includes both the Plata Arroyo Neighborhood and Mayfair West.

It is interesting to note that the Gateway East SNI plan was designed with five phases, in collaboration with the Neighborhood Advisory Committee (NAC), to build active community consensus through an assessment of existing conditions and a clear vision for future development of the area. Community meetings were held over several months with the support of city staff and planning consultants. Much like the work we are conducting for the Alum Rock Study Area through this course, the GENIP listed the assets and challenges of the area, from land use to community programs and services. Drawing from the top ten priorities of the GENSNIPA, neighborhood projects included a community garden, street improvements, and park and recreation improvements through RDA funding.<sup>30</sup>

Urban Village Plans

Alum Rock Urban Village Plan

Identifying the future growth of new jobs and housing, the Alum Rock Neighborhood Business District as an urban village was incorporated considering it as one of the twelve major strategies of the Envision 2040 General Plan. The aim of this urban village plan was to rezone the area on Alum Rock Avenue between King Road and Highway 680 into two zones: Main Street Ground Floor Commercial (MS-G) and Main Street Commercial (MS-C). Both the zones are similar in terms of development regulations. The only difference is that MS-G allows commercial at the ground level along commercial street frontages but allows residential uses above ground floor and at the back of the site only with residential street frontages while MS-C allows mainly commercial uses but allows vertical mixed use development only under single development permit that would cover an area of eight acres or more. The aim is to increase pedestrian activities as well as increase commercial development along the Alum Rock Avenue.



<https://www.sanjoseca.gov/home/showdocument?id=36428> Little Portugal Urban Village Plan

Little Portugal Urban Village Plan

The Little Portugal Urban Village Plan (LPUVP), adopted May 22, 2018, is the spiritual successor of the “Five Wounds/ Brookwood Terrace Strong Neighborhoods Initiative Plan”, expanding on existing plans to provide a mechanism to change zoning in the area, which will facilitate development, and provide amenities, that are in line with the goals of the LPUVP and the general plan. The goals of this plan are to encourage mixed-use buildings, pedestrian- oriented streetscapes, idyllic urban design,

public art, and plazas that will support future growth. The future Alum Rock BART Station, to be located in the LPUVP, has the potential to transform the neighborhood and facilitate rapid growth and development. Since the Alum Rock Corridor is located directly east of this area, the changes brought through the LPUVP are likely to impact their neighbors to the east. Coordination and cohesion between these urban villages is necessary to ensure that the impacts of development are beneficial and equitable.

Urban Village Implementation and Amenity Framework

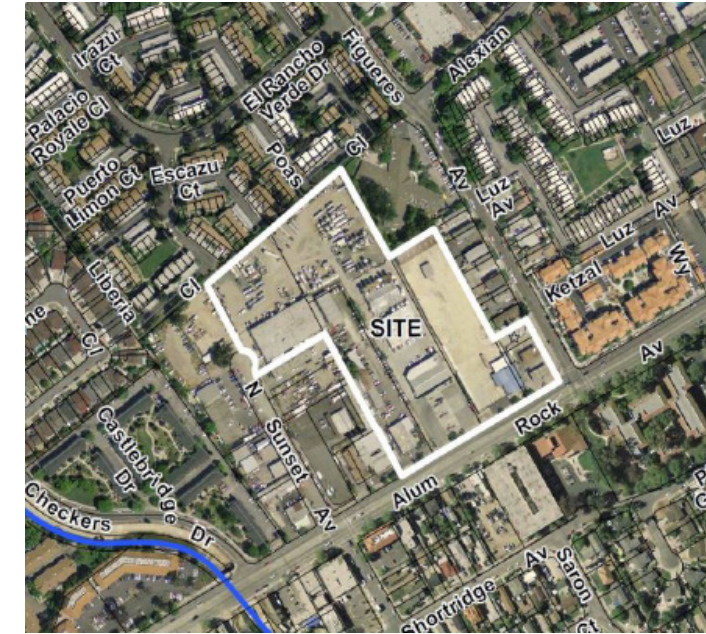
The Urban Village Implementation and Amenity Framework is a document in the Envision San José 2040 General Plan used to assess development proposals seeking to convert land-use zoning within an urban village plan. It ensures that developers provide public improvements and amenities to residents that are comparable to the increased property value that the new zoning allows. These urban village amenities should achieve a specified community goal, such as streetscape improvements, public space, public art, and other investments that would benefit the immediate community. The developer has the option to build these amenities directly or to pay into the Urban Village Amenity Contribution Fund, a fee currently set at \$555 per net residential square foot. This requirement for developers to provide amenities helps the City of San José, currently struggling to fund public works projects and operations, to increase quality public space for residents. In a historically under-represented, under-invested area like the Alum Rock

Corridor, the community has a tremendous opportunity to obtain benefits that have been long denied by the City.

Proposed Development Documents

Quetzal Gardens

Quetzal Gardens is a mixed-use housing project that will be located just outside the Alum Rock Urban Village on the southwest corner of Alum Rock Avenue and King Road. The five-story building will feature seventy one units of affordable housing, large community spaces, a children’s play area, a community garden space, and ground floor space, which will be the future home of SOMOS Mayfair. The design of the project carefully complements surrounding architecture and incorporates the colors and themes of the community. The design proposal shows a forward facing public plaza and open space that will be inviting to the community.



Sunset @ Alum Rock Project Site  
<https://www.sanjoseca.gov>

Sunset @ Alum Rock

SiliconSage Builders have proposed a mixed use project at the intersection of Alum Rock Ave and Sunset Ave. The project involves demolition of existing 11 buildings and the construction of 5-story mixed-use project consisting of ground floor commercial uses, approximately 26,500 square feet, up to 738 residential units and a tandem alternative parking arrangement (i.e car lifts) on an 8,647 acre site.<sup>31</sup> The existing zoning on this site is MS-C Main Street Commercial and is not being changed for this project. The project involves combining 6 lots into 1 for this development.



Project Elevation  
<https://www.sanjoseca.gov>



URBP 295 Community Outreach Methodology

Robust community involvement is key to the project’s success. The opinions, concerns, and aspirations of the residents of Alum Rock form the basis of the work generated hereto. To begin gathering this information, the graduate student team organized a series of community outreach events in the form of two primary types of events: Café y Comunidades and Avenidas de Altares y Cumbia. These events sparked conversations with the community to identify both current challenges and possible community benefits that could be tied to future development. The events then culminated into an open house on Saturday November 16, 2019. Throughout Fall 2019, additional events, including a walking tour with James Rojas and meetings hosted by community groups interested in the Alum Rock Corridor Coalition, were attended to gather feedback on the open house event and outreach efforts to date.

Cafe y Comunidad

To engage with the community, the research team worked with SOMOS Mayfair to identify a proper form and venue to conduct initial outreach. A “Café y Comunidad” format was favored, in which small informal meetings offering refreshments were held within the neighborhood at spots frequented by residents. Dates were chosen to work with venue availability (Family Resource Center at César Chávez Elementary). A messaging guide was developed for internal use to clarify the purpose of the event and define common language to use when interacting with the community. Attendees were asked a series

of questions to provide baseline data and help inform additional areas of research. After each outreach event the response data was reviewed and an engagement summary was written.

Flyer Distribution

**QUAL É A SUA VISÃO PARA A ESTRADA ALUM ROCK?**

Junte-se aos seus vizinhos e líderes comunitários num evento interativo estilo “open house” para compartilhar sua visão para o desenvolvimento futuro da estrada Alum Rock.

Almoço e atividades para crianças disponíveis

Dia: sábado, dia 16 de novembro  
 Hora: 11:00 AM – 2:00 PM  
 (compareça a qualquer altura entre estas horas)  
 Local: Mexican Heritage Plaza  
 1700 Alum Rock Ave  
 (esquina com a rua King)

Para mais informações, entre em contato com o escritório da representante municipal Magdalena Carrasco pelo telefone (408) 535-4905 ou por e-mail [district5@sanjoseca.gov](mailto:district5@sanjoseca.gov) ou por Facebook “Vision for Alum Rock Corridor”

Logos: SOMOS MAYFAIR, Alum Rock Urban Village Advocates, SJSU, AARP California, sv@home, City of San Jose, Alum Rock Urban Village Advocates, AARP California, sv@home, City of San Jose, Alum Rock Urban Village Advocates, AARP California, sv@home.



A flyer was produced in partnership with CommUniverCity and The City of San José’s District 5. CommUniverCity advised us on best practices for delivering flyers and developing a messaging approach. Additional input from our community partners identified the delivery area along Alum Rock corridor, comprised of two blocks north and south of Alum Rock Avenue (700 ft). Class members then hand-distributed flyers to residences along

the corridor and posted them in the windows and doors of willing businesses. The map at left details the areas that were flyered, with each color corresponding to an individual team’s flyering area.

Online Outreach

A Facebook page was created as a digital hub for the study. Here, updates on the project, event notifications, and the eventual report can be made accessible to the community. Additionally, the use of social media allows for researchers and project organizers to solicit information in the form of polls or posts and gather input from community members who might not be able to attend a community meeting. The Facebook page is to be maintained into the future and utilized over the life of the project. Additionally, an email list of stakeholders was compiled. This allowed for email communications and invitations to community events such as the open house and findings review to be sent to all stakeholders.

**WHAT'S YOUR VISION FOR THE ALUM ROCK CORRIDOR?**

Join your neighbors and community leaders for an interactive open house event to share your vision for the future development of the Alum Rock Corridor.

Saturday, November 16, 2019  
 11:00am-2:00pm  
 Mexican Heritage Plaza

Food, Children's Activities & Spanish Translation Provided

For more info, please contact:  
 Office of Councilmember Magdalena Carrasco  
 Phone: (408) 535-4905  
 Email: [district5@sanjoseca.gov](mailto:district5@sanjoseca.gov)  
 On Facebook: Vision For Alum Rock Corridor

Logos: SOMOS MAYFAIR, Alum Rock Urban Village Advocates, AARP California, SJSU, sv@home, City of San Jose, Alum Rock Urban Village Advocates, AARP California, sv@home, City of San Jose, Alum Rock Urban Village Advocates, AARP California, sv@home.

Community Open House Event

On November 16th, an Open House was conducted at the Mexican Heritage Plaza to display the work to date, and solicit feedback on proposed changes to the neighborhood. The event provided an excellent opportunity for researchers to engage residents on critical planning issues in an accessible way. The purpose of these interactions was to help begin the process of formulating a coherent amenities list and generalized designs for future development preferred by the community. Engagement primarily focused on 5 stations, each covering a different theme:

Big Map with an Aerial Image of the Study Area

Four guiding questions were identified to get people familiarized with the event:

- Where do you live?
- Where do you like to shop?
- Are there any areas you would like to see improved?
- Can you identify assets in your community?

Legos and Land Use Activity

A tactile activity that allowed attendees to build with legos the size and scale of possible new development along Alum Rock Avenue, determine favorable architectural styles, and explain the current zoning ordinance.



Big Map Activity



Lego and Land Use Activity



Business Parcel Map Activity



Community Resources Board



Parks Board

Business Parcel Map Activity

The business parcel map identified three sites for potential new business along Alum Rock Avenue - each site was either a vacant lot or a vacant building so that a new hypothetical business would not be seen as ‘displacing’ an extant business. The activity asks what kind of businesses participants would like to see along the corridor.

Community Resources Board

An unguided activity allowed the community to write desired community resources on post-it notes and place it on the wall. A basic roads map of the greater Alum Rock study was given to attendees with questions asking them to define their neighborhood and what they call it.

Parks Map Activity

This activity identifies parks in the study area and asks attendees to provide comments regarding what they like and dislike in every park. Several different park amenities were also shown to participants where they could identify features they like the most.

Open House Results and Findings

activity available books cars center  
 children available driving dogs gan  
 homeless immigration kids lighting parks  
 night parks police  
 prevent safety schools speed  
 bump speeding street  
 trash unsafe

Cafe y Comunidad Summary and Reports

Over the course of two afternoon Cafe y Comunidad sessions where we talked to residents around the Mayfair Community Center, several resident concerns on parks, street safety, and policing were raised. Art was mentioned as an important community asset with one resident remarking that “Art is a means to empower the community and make space comfortable.”

The cleanliness of parks and streets came up a lot with people expressing a desire for better maintenance and amenities in parks. One resident remarked that the “neighborhood had a lot of litter and trash including couches on side of roads which need to be removed.”

Many residents commented on speeding and street safety within the neighborhood, with one resident remarking that “at many of the intersections in the neighborhood, cars speed through without regard for people” and another remarking that “speed bumps and traffic calming features would prevent speeding”. Residents were also concerned with the safety of the streets at night with a lack of lighting. It was suggested that this could be improved through police foot patrol instead of driving around in police vehicles.



Open House Overview and Analysis

After weeks of planning, on Saturday, November 16th, the URBP 295 class held an Open House event at the Mexican Heritage Plaza with generous support from our partners at CommUniverCity. Students and volunteers arrived promptly at 9:30am to set up for the day – arranging chairs, tables, and refreshments while taping up posters and preparing activity stations.

Guests were encouraged to explore the different activities throughout the room while enjoying sandwiches, chips, and fruits from local vendors. A video of the Alum Rock neighborhood played on loop, accompanied by a playlist of lively music. There were six main stations with activities throughout the room, each focused on a unique topic pertaining to the Alum Rock study area. These stations included sections dedicated to Community Resources, Parks, Form-Based Code, Business Parcels, Kids Activities, and the Open House centerpiece: a large map located in the middle of the room. The data gathered from these sessions is further explained in the sections below.



Community Resource Board

This exhibit was intended to investigate what resources and amenities residents felt were currently missing from the community. In addition to poster boards along the wall illustrating the “culture” of the neighborhood, the exhibit had a large piece of butcher paper and a worksheet with multiple sections for participants to fill out.

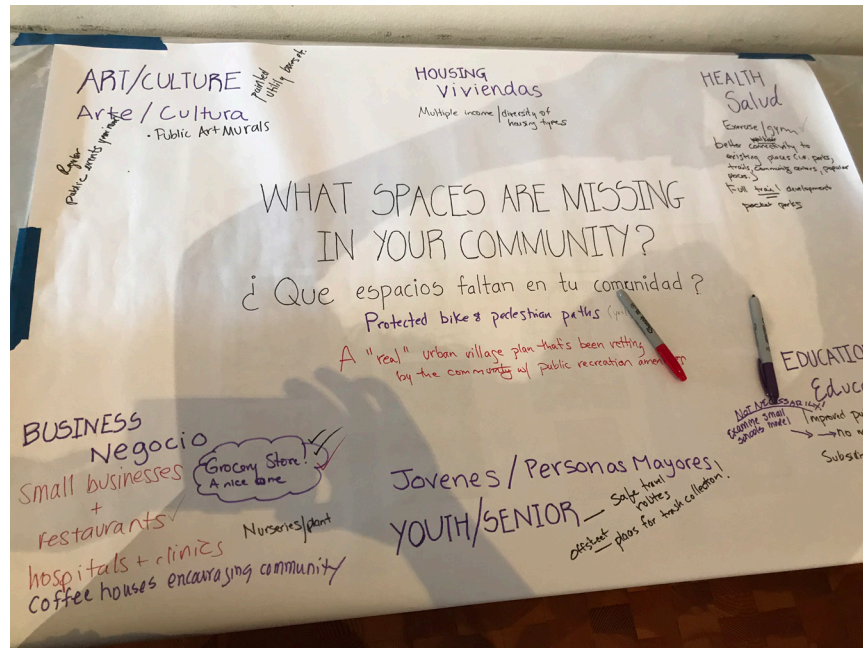
What Spaces Are Missing from Your Neighborhood?

On a large piece of butcher paper, the question of “What spaces are missing from your neighborhood?” was posed to community members in bold writing. Upon arriving to the exhibit, participants were encouraged to write in any physical amenity or space that was absent from the Alum Rock Corridor. Over the course of the event, it was observed that the butcher paper acted as a magnet to the exhibit – participants often wrote multiple items and frequently returned to the paper throughout the day.

“What is missing? Where do I start...” inquired one resident, who enthusiastically grabbed a marker and began jotting down items. The results from this activity are illustrated in the table and word cloud below. If an amenity or space was already written on the board, graduate students leading the activity encouraged participants to place a “check” mark next to it, in order for it to receive heightened weighting. Additionally, we counted all repetitions of words that were placed on the board and incorporated it into the “occurrence” count.

As displayed in the word cloud to the next page, the most popular “missing space” was grocery stores (9), shortly followed by gyms (6), public art murals (6), and more trees (5). One participant further explained that although Lucky 7 Supermarket is in the neighborhood, it doesn’t have the organic and healthy food she desires. As a result, she needs to travel over 20 minutes to the nearest Trader Joe’s.

This exercise also revealed the conflicting opinions residents have regarding the needs of the community, as illustrated in tan below. While one participant wrote down “no more charter schools”, another wrote an arrow, explaining the positive aspects of the “private model” and advocating for an increase in the number of charter schools. Both comments were supported by additional participants, with ‘more charter schools’ receiving 2 votes of support and ‘no charter schools’ receiving 3.



What spaces are missing from your neighborhood?	Occurrence (#)
Public Art Murals	6
Movie Theaters	2
Public events year-round	3
Art District	1
Painted Utility Boxes	1
Remove Ugly Billboards	1
Urban Village	4
Parking Structures	4
More Lights	2
Smoothie/Juice Bar	1
Small Businesses	3
Craft Beer	2
Boba Shops	2
Grocery Stores	9
Nursery/Plant Store	3
Safe Travel Routes	1
Trash Collection	1
Classes for Seniors	1
Improved Public Schools	1
No More Charter Schools	3
More Charter Schools	2
Early Childcare	3
Protected Bike Lanes	2
Gym / Exercise Studio	6
Full Trail Development	2
Pocket Parks	3
More Trees	5
San José Hospital	3
Dog Parks	2
TOTAL	79

What Do You Call Your Neighborhood?

The first question on the worksheet asked a seemingly simple question: “What do you call your neighborhood?” This is a question the class has grappled with due to the diverse number of terms used to refer to the same general geographic region. The results proved to be polarizing between residents. The two top responses, illustrated below in green, were Alum Rock (8) and Eastside (5) – however, participants often felt very strongly positively or negatively about the term “Eastside”.

“I would really love for our community to get rid of separating our city by calling it “Eastside,” said a local resident. “I can guarantee you, the people using those terms are stuck in that ‘old school’ mentality. You hear that and people think of gangs and drugs.”

Furthermore, participants also exercised their creativity in naming the neighborhood by brainstorming new terms (illustrated in tan), including “Si Se Puede” (instead of Sal Si Puede) and Mexico Lindo. Additionally, a resident posed the idea of not referring to the area as a whole, but rather referencing each street name “King and Story” or “King and Alum Rock” to avoid isolating the neighborhood while referring to it as the Eastside.

What do you call your neighborhood?	# Of responses
Alum Rock	8
Eastside	5
Mayfair	2
Plata Arroyo	2
Naglee Park	1
King + Story (refer to neighborhood by street names only)	1
Si Se Puede	3
Little Mexico Lindo	1
<b>TOTAL</b>	<b>23</b>

How Would You Define Your Neighborhood?

On the second portion of the worksheet, participants were asked “How would you define your neighborhood?” and encouraged to draw their neighborhoods on a blank map of the study area. Despite having more than 20 individuals fill out worksheets overall, only 9 worksheets were received with a map filled out. The low participation for this activity may have stemmed from unfamiliarity with maps, discomfort with revealing where they lived, or perhaps they weren’t from the neighborhood. For future iterations of this study, facilitators recommended to remove this activity – perhaps having a map of the neighborhood displayed for reference purposes only.

Nonetheless, from the maps that were completed, we determined that the Alum Rock Corridor was a central hub that all participants included as part of their neighborhood. Similarly, Mexican Heritage Plaza was a focal point that most participants captured in their outlines. As displayed in the ArcGIS map below, the drawings ranged from Independence High School to Story Road and Emma Prusch Park – surpassing our initial study area, and illustrating the diversity of the attendees who participated.



Synthesized Results and Findings

What are your favorite places? (List)	# of responses
Mexican Heritage Plaza	5
None	4
Alum Rock Park	2
Home	1
Nutriline Health Food Center	1
Home Depot	1
Tropicana Plaza	1
Super Taqueria	1
Lucky 7 Grocery Store	1
Taqueria Solvo	1
Pink Elephant	1
A+ Tailors	1
Flores Tax Service	1
Tire shop in front of 7/11	1
Mayfair Community Center	1
Mexico Bakery	1
7/11 on Alum Rock	1
Bus Station / Light rail	1
<b>TOTAL</b>	<b>26</b>

The final portion of the worksheet asked participants to list their favorite places. The intention of this exercise was to record what spaces residents currently identify as assets, reaffirming aspects of the area that should be preserved as the neighborhood undergoes development. As illustrated in the list below, community resource centers and small businesses (excluding chain stores) were highly represented on the list.

The two most popular answers from residents, Mexican Heritage Plaza (5) and “None” (4), told an interesting story. Many residents identified the Mexican Heritage Plaza as a prominent resource for congregation and to participate in community events and classes. However, some residents wrote down “None”, indicating that they do not have a favorite place in the neighborhood. One resident elaborated on this, explaining that “I don’t have a favorite place. I need one.” While this response can be seen as pessimistic, through the ABCD approach, this is an opportunity for future engagement efforts to focus conversations on potential for spaces that are significant to the community.

Parks

This exhibit highlighted the location of all existing public parks in the neighborhood. This station had two main boards: the first with a map and images of all the parks, in which there was space for participants to comment with a sticky note about what they like and dislike about each park. The second board called for

participants to leave comments on the design concepts they felt would be best suited for the neighborhood parks. Over the course of the event, residents of all ages frequently visited the station, pointing out parks they liked and others that needed increased maintenance. Below are observations and data gathered from boards within the Parks exhibit.

What do you like about the parks?

In this section, a total of 17 comments were collected, with the most popular parks being Plata Arroyo, which received seven comments, shortly followed by Mayfair Community Center, which received 6. Major themes that emerged from the comments included the parks having good design, ample amenities, being pet-friendly, and a safe ambiance. There were multiple positive comments regarding the waterpark at Mayfair, with the skate park also being a frequently talked about feature.

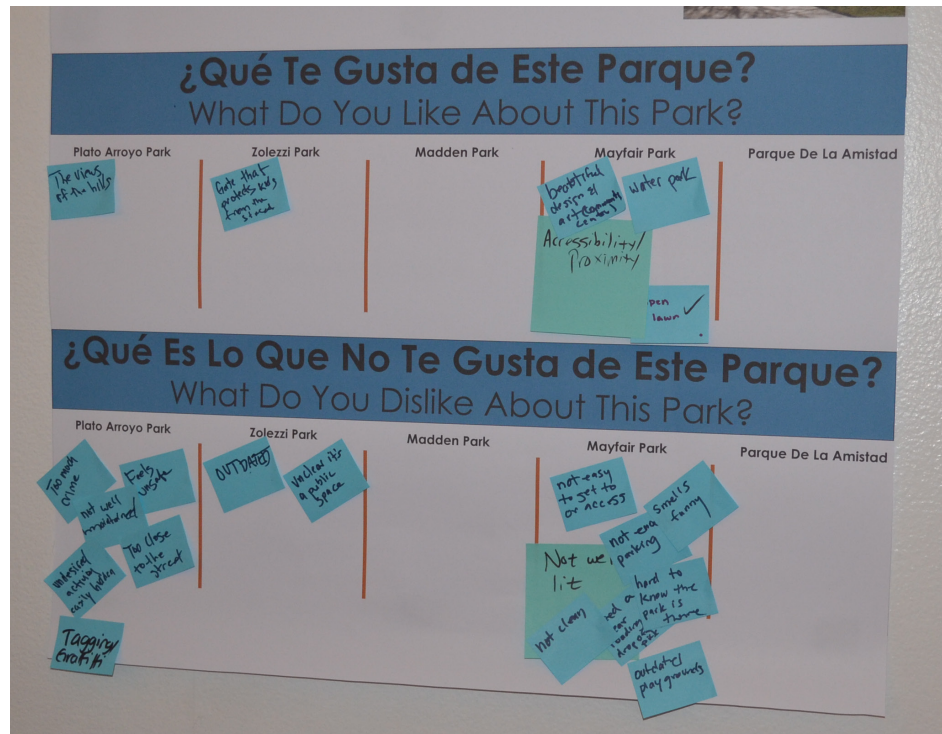
This activity required a map that highlights locations of all the existing parks in the neighborhood. Underneath that map will be columns dedicated to each park where participants can leave comments about what they like and dislike about each park. We will also have green pins that attendees can place if they want to see a new pocket park somewhere in the



What do you dislike about the parks?

Substantially, there were more comments about improvements than positive comments regarding the parks. We documented a total of 39 comments about improvements – overshadowing the 17 positive comments received. Although both Plata and Mayfair received the most positive comments – they also received the most challenging comments, with 15 and 14 comments respectively.

Poor safety, maintenance, access and design were prominent themes that emerged from the residents' comments. In reference to Mayfair and Plata parks specifically, the comments referenced crime, alcohol use, and drugs. Residents used sticky notes to express the desire for more pools, shade, and seating throughout the parks.



Desired Design Concepts for Parks

In an effort to encourage residents to “think bigger”, we created an opportunity for residents to vote for different design concepts that could be potentially implemented at neighborhood parks. Using a “sticky dot”, residents could place their marker on the idea that they liked the best. With a total dot count of 71 votes, this board saw the highest levels of participation of the Parks exhibit. The top categories are illustrated in green in the graphic below.

Design Concept	Dot Count
Open Air Cinema/Theater	15
Open Air Gym	10
Park Libraries	8
Moveable Chairs	8
Innovative Playgrounds	7

Desired Design Concepts for Parks



Urban Form and Transportation Lego Activity

The Urban Form and Transportation activity featured Legos for people to build developments which they wanted to see along the Alum Rock Corridor, followed up with questions on urban form and transportation. 26 participants completed all the questions which are not enough to be considered statistically significant for the neighborhood.



### Architectural Styles

Mexican Traditional Architecture was the most commonly chosen style that residents would like to see in the neighborhood. While not a choice on board, Modern architecture was mentioned by four participants while five people expressed that there should be a mix reflecting all the different cultures in the neighborhood including the large Asian population which was not reflected in the choices.

### Building Height

When asked about the maximum height that should be allowed, 31 percent expressed height limits shorter than the 5 floors currently allowed under Alum Rock Urban Village zoning. Another 31 percent thought that the height limit should be 5-7 floors, similar to the existing range and 38 percent believed that the height should be higher than 8 floors, considerably higher than existing limits.

### Residential Density

To determine the max residential density in dwelling units per acre (du/acre) that would be acceptable, residents were shown pictures of existing developments and asked which would be suitable on Alum Rock.

23 percent indicated that they would like to see developments smaller than 60 du/acre, which is lower than could be built under existing zoning. 27 percent of participants chose either 60 or 90 du/acre, which is similar to what would be built under existing zoning and 50 percent choose a density

above 110 du/acre which is higher than would likely be built under existing zoning. The responses received from this activity indicates tolerance to taller and higher density developments in the neighborhood than is currently zoned.

### Travel Mode

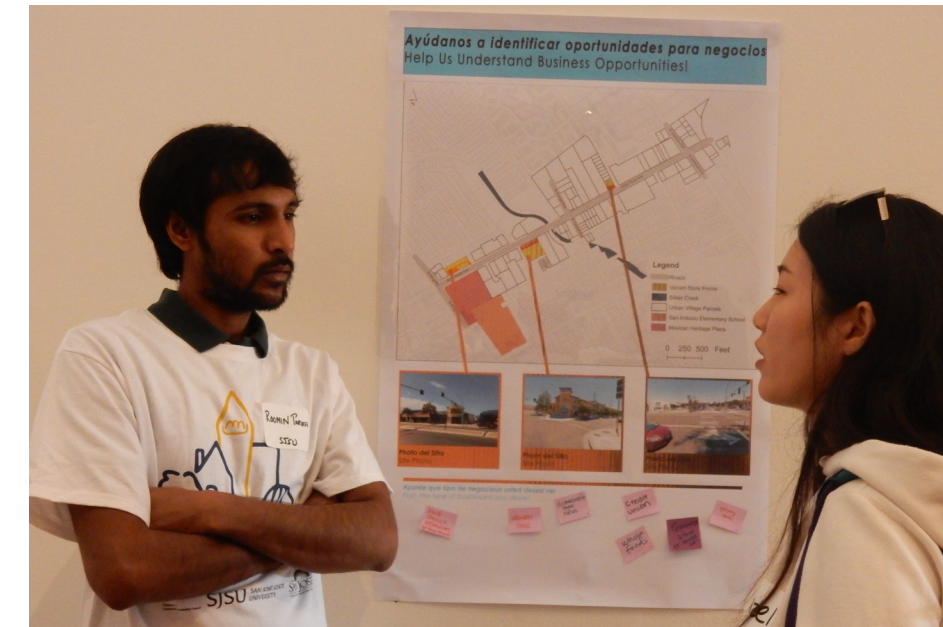
Participants were asked which transportation mode residents of new developments along Alum Rock should take. A majority (52 percent) people believed that public transit should be the primary mode that was taken by new residents, while 26 percent believed cars, and 22 percent believed walking, biking, or scooters should be the primary mode. While discussing transportation many participants indicated that bus frequency should be increased, and that the BRT lane was underutilized.

### Parking Spaces

Residents were also asked about the number of parking spaces that should be built for each new residential unit. 42 percent of residents believe that one parking space per residential unit was the right number of parking spaces, 23 percent believed that 2 spaces should be provided, and 19 percent believed half a space per unit should be provided. In the discussion with participants, many acknowledged that while they believed public transit should be emphasized, the quality of the existing system made a car necessary. While many believed that public transit and bike lanes should be improved, they believed car-sharing should also be provided as an alternative to transit.

### Business Parcel Activity

Overall the community engagement with the business parcel activity was positive with 59 direct data points gathered from the community. Participants provided clear feedback on the type of businesses they would like to see along the corridor as well as expressing other challenges faced by the business community.



Retail received the largest response (49 percent) with residents indicating the desire for grocery stores, specialty shops, and flexible retail spaces. Six of these residents desired a general grocery store and four wanted a Trader Joes. Residents would like to see specialty shops that range from a Toy Store and Clothing

Boutique to a Candle Making Shop. Flexible retail spaces were also popular with three residents wanting a Food Truck Plaza and others hoping for a Farmers Market or Night Market.

Food and Beverage options were the next most popular category, receiving 37 percent of responses. Residents wanted to see healthy and family-friendly restaurant choices and artisanal Coffee Shops within the neighborhood. Four people wanted to see breweries or bars added to the neighborhood. Other business types that were mentioned by residents include Credit Unions, a Movie Theatre, and a Health Clinic. The feedback also included residents who did not want to see more liquor stores or smoke shops within the neighborhood.

Community members described the environment they wanted to experience that included clean, clutter-free storefronts, along with more parking for customers and local residents. Additionally, many found the board on Informal Economy important in highlighting concerns about equity and displacement of local businesses.



The Big Map

In the middle of the Open House, a big map with aerial imagery showing the entire study area served as a launching pad for discussions about the neighborhood with residents. Residents were asked to place stickers on places they shopped, areas that need improvement, dangerous intersections, and community assets.



The most feedback was about transportation concerns that residents had particularly on Alum Rock Ave. Many residents were not happy with the BRT Line and believed that it created traffic, especially at on-ramps to the two highways with traffic concerns receiving 17 percent of the comments. Traffic was also a concern during school hours around the Mayfair Community Center while 17 percent of the comments were on adding bike paths throughout the neighborhood.

Pedestrian safety was another major concern of residents especially at the Alum Rock and McCreery intersections which received the most stickers indicating concern. The highway crossing between Alum Rock and the Five Wounds Neighborhood over 101 received the second most stickers and was singled out as a “Death Trap” for those walking and cycling across the highway.

For community assets, 45 different stickers were placed throughout the area, with the Mexican Heritage Plaza receiving 22 percent of the stickers. Residents also highlighted Emma Prusch Farm Park (11 percent), Rancho del Pueblo Golf Course (9 percent), Plata Arroyo Park (9 percent), and the Mayfair Community Center (9 percent) as key assets in the community. Most of the other stickers highlighted shopping locations throughout the neighborhood with residents wanting to see more small businesses and shops.

For neighborhood improvements, most people wanted to see intersections around the neighborhood improved. The

The Big Map

intersection of Alum Rock Ave and King Road had 21 percent of the stickers and Alum Rock Ave and McCreery Ave had 19 percent showing that most of the improvements that residents wanted to see were around traffic safety. Alum Rock Ave at Sunset Ave also had 10 percent of stickers while the wanted to see the MACSA Youth Center (8 percent) turned into something for the community, and a library in the neighborhood was popular. The only other place in the community that had significant improvement stickers was the Rancho del Pueblo Golf Course (8 percent) where it seemed that community members thought it might be an opportunity to develop housing.



### Activity for Children: Draw Your Neighborhood

In addition to offering a variety of activities for residents, we also ensured that there was a station solely dedicated to any children who accompanied their parents to the event. Located at the entrance of the event space, we set up two tables where children were encouraged to draw their city or home on a blank piece of paper. We staffed this station with one student throughout the event, who interacted with the children and provided guidance as needed.

Over the duration of the day, three children stopped by the station – one accompanied by a parent, and two independently. As the participants cut, glued, and colored images on their canvases, students were able to receive feedback on how they were enjoying the event. “Everyone was really happy with how it was going,” notes Urban Planning student Jueun Kook. “The kids had fun drawing and would frequently come back throughout the event to make new drawings.” Although the activity was intended to be a fun outlet for children to participate in, it allowed children to begin to think about the built environment and different elements of a neighborhood.



### Descripción General del Compromiso Comunitario

Con la mira de empezar una conversación nueva con los residents, negocios, y líderes comunitarios acerca de los deseos y la visión para el desarrollo de el paseo de Alum Rock, la clase de posgrado de la Universidad de San José participó en cuatro tipos de esfuerzos de participación en la comunidad: distribución de volantes, eventos de “Café y Comunidad”, el evento “Avenida de Altares”, y culminaron con la asamblea pública “Visión de Alum Rock”.

#### Distribución de volantes

Un volante promoviendo la asamblea pública “visión de Alum Rock” fue producido por los estudiantes de posgrado de la Universidad de San José, con un mensaje dirigido por CommUniverCity y la oficina del Quinto Distrito de la ciudad de San José, impreso en Inglés, Español, Vietnamita, y Portugués. Los estudiantes distribuyeron los volantes a residents y negocios dentro de un radio de dos cuadras de la Avenida Alum Rock entre las autopistas 101 y 680. Adicionalmente, el volante fue pasado durante los eventos de participación previos a la asamblea pública, y también fue compartido en plataformas de medios sociales y a través de invitaciones personales a aquellos interesados en la comunidad. A través de el proceso de distribución de volantes, los estudiantes explicaron su presencia en el vecindario y hablaron con miembros de la comunidad acerca del futuro del área.

#### Café Y Comunidad

La clase de la Universidad de San José organizó sesiones

informales de participación llamadas “café y Comunidad”, las cuales tomaron lugar en la escuela primaria Cesar Chavez el 29 de Octubre y el 1ero de Noviembre del 2019. Proveyendo pan dulce, café, y te, los estudiantes rondaron el área inmediata para hablar con participantes voluntarios, y también para invitarlos a la asamblea pública. Usando una guía de mensaje desarrollada cuidadosamente por la clase de La Universidad de San José en la primer fase de la evaluación comunitaria, un conjunto de preguntas potenciales fueron creadas para ayudar a entablar conversaciones y obtener comentarios de calidad. Muchos de los comentarios reflejaron las relaciones inequitativas del vecindario con el municipio, donde el arte público inspirado por la comunidad fue acogido como un patrimonio comunitario, pero las pobres condiciones de parques, desechos, condiciones peligrosas de tráfico, escasez de alumbrado público, y la desconexión de la policía con la comunidad fueron expresadas como las mayores cuestiones.

#### Avenida de Altares

El 2 de Noviembre del 2019, la Plaza de la herencia Mexicana organizó el evento “Avenida de Altares” como una celebración de la comunidad para conmemorar el Día de los Muertos. El evento se llevó a cabo en la Plaza de la Herencia Mexicana, donde los invitados disfrutaron de música, comida, arte, y altares que ofrendaban respeto a los difuntos, pero se extendió sobre la Avenida Alum Rock, atrayendo cientos de personas del vecindario y de fuera. varios estudiantes atendieron el evento, entablando muchas conversaciones con miembros de

### Descripción General del Compromiso Comunitario

la comunidad en la misma manera como en los eventos de “Café y Comunidad”. De nuevo, el arte público fue mencionado como un importante patrimonio de la comunidad, al igual que las organizaciones comunitarias, eventos, y la gente del vecindario. Los residentes estaban profundamente consternados con el futuro desplazamiento, enfatizando que ellos simplemente desean quedarse en el vecindario y mantener la calidad de vida que actualmente tienen.

### Asamblea Pública para la visión de Alum Rock

Los invitados llegaron temprano a la asamblea pública “Visión de Alum Rock”, que se llevó a cabo el 16 de Noviembre del 2019 en la galería de la Plaza de la Herencia Mexicana, realizando los grandes esfuerzos promocionales de los estudiantes y organizaciones asociadas. Más de 53 miembros de la comunidad atendieron el evento, disfrutando de comida, música, y representaciones visuales, donde pudieron interactuar en diferentes actividades y expresar sus opiniones acerca de varios temas relacionados con el futuro desarrollo del área.

### Tablero de Recursos de la Comunidad y Mapas Individualizados de Calles

Esta exhibición destacó una gran pieza de papel de envoltura que simplemente preguntaba “¿Qué espacios faltan en tu comunidad?”, la cual actuó como una sección de comentarios generales para muchos, pero mostró además que supermercados, gimnasios, arte público, y árboles fueron expresados como

los espacios que más faltan. Una hoja de trabajo suplemental preguntó cómo los residentes definen su vecindario, cómo le llaman, y cuáles son sus lugares favoritos. “Alum Rock” y “East Side” fueron los nombres más populares, con otros sugiriendo que un nuevo nombre debería ser adoptado, tal como “Little Mexico Lindo”. La plaza de la herencia mexicana fue listada como un lugar favorito, y conversadamente, muchos expresaron que no tenían un lugar favorito en el vecindario.

### Parques

Esta estación realizó los parques existentes en el vecindario a través de dos tableros: uno que permite comentarios sobre las condiciones actuales de los parques, y el segundo que representaba conceptos potenciales de diseño para futuras mejoras de los parques. Los parques Plata Arroyo y Mayfair fueron listados como parques populares, resaltando los parques de patinaje y el buen diseño. Estos parques además recibieron los comentarios más negativos, con gente preocupada sobre la seguridad, el pobre mantenimiento, las percepciones de crimen, y la escasez de sombra. Como conceptos potenciales de diseño, los participantes eligieron teatros al aire libre y gimnasios como los elementos más deseables para los parques existentes.

### Actividad de Legos de Forma Urbana y Transportación

Se proveyeron legos, junto con un mapa grande de la Avenida Alum Rock y parcelas adyacentes, para permitir a los participantes de todas las edades construir edificios y visualizar el

paseo en un sin número de formas. Una forma fue distribuida de manera separada para preguntar a los participantes directamente sobre sus preferencias relacionadas con forma urbana en el desarrollo inmobiliario, prefiriendo arquitectura tradicional Mexicana para nuevos proyectos de desarrollo, igual deseo por edificios con altura de cinco y ocho pisos o más, densidad residencial más alta de lo que la zonificación actual permite, la necesidad de mejorar las opciones de transporte público para hacerlo el principal método de traslado, pero que cada unidad debería tener asignado un espacio individual de estacionamiento.

### Actividades de las Parcelas Comerciales

Los intereses comerciales, particularmente para nuevos negocios, son de gran interés para los residentes, un hecho reflejado en el gran número de participantes dejando comentarios en los mapas de negocios. Cerca de la mitad de las respuestas expresaron un deseo por más opciones para hacer compras al menudeo, específicamente supermercados, pero además tiendas especializadas que atiendan a las necesidades de la comunidad. A continuación fue comida y bebidas, con residentes que querían ver opciones de comida más saludables, cafés, y cervecerías. Servicios adicionales, como uniones de crédito y clínicas de salud, fueron sugeridas, así como la necesidad de preservar y proteger los negocios informales que son tan importantes para el carácter de la comunidad.

### Mapa Grande

En el centro de la asamblea pública, un mapa grande con

imágenes aéreas mostrando el área de estudio completa sirvió como un punto de partida para discusiones sobre el vecindario. Se pidió a los residentes poner etiquetas adhesivas en los lugares donde hacen compras, áreas que necesitan mejoras, intersecciones peligrosas, y patrimonios comunitarios. La mayoría de comentarios fueron concernientes a la transportación en la Avenida Alum Rock, particularmente relacionado con los carriles del bus rápido (BRT), y seguridad pública, identificando intersecciones peligrosas que necesitan mejoras como la Avenida Alum Rock a la altura de la unión con la autopista 101, la calle King, la Avenida McCreery, y la Avenida Sunset. La Plaza de la Herencia Mexicana, la granja y parque Emma Prusch, el parque Plata Arroyo, y el Centro Comunitario Mayfair fueron denotados como patrimonios comunitarios, junto con un número de destinos de compras a través del área. Finalmente, el campo de golf Rancho del Pueblo fue listado como un lugar de mejora, con algunas personas sugiriendo que el espacio sería más adecuado para el desarrollo de viviendas.

### Dibuja Tu Vecindario

Una estación fue montada específicamente para niños para permitirles a ellos expresarse libremente de manera creativa usando varios materiales de arte. Los estudiantes guiaron a los pequeños a dibujar y crear su visión de forma urbana, ayudándolos a empezar a pensar más sobre el entorno edificado y a reconocer los diferentes elementos de un vecindario.

## Assessment and Engagement Summary

This report details the fundamental first steps that the graduate student research team took in assessing and engaging the community in the Alum Rock study area. Key to this assessment and engagement work was the development of a strong understanding of the past, present, and future conditions of the neighborhoods surrounding Alum Rock Avenue.

Community assessment was guided by an asset based community development approach, emphasizing the positive elements that currently exist in the neighborhood. This helped the team during earlier site visits to focus on identifying assets in the area, such as cultural institutions, restaurants, and unique placemaking, rather than searching for negative issues. In addition to guided tours, the team studied the neighborhood's history of systemic and racial injustice, providing the needed context to appreciate the current culture of resilience and community organizing. Conversations with local, community leaders gave the team further insight into various assets, issues, and neighborhood dynamics.

Understanding the historic inconsistencies between city policies and community needs, the graduate student research team took a sensitive approach to community engagement, developing specific messaging guidelines to ensure discussion about difficult subjects would be inoffensive and, thus, productive. Engagement took place at two student-hosted, informal events near the Mayfair Community Center, as well as two large community events hosted at MHP. These efforts culminated into the open house event on

November 16, 2019, stationed with interactive exhibits designed to generate community input that could be collected and analyzed.

## Findings and Potential Amenities

The data gathered throughout the engagement process displayed a strong consensus for urban amenities that foster healthy and viable communities. Based on analysis of this data, a preliminary amenities list has been developed, along with list of elements for further study:

Neighborhood-Oriented Commercial Use

- Policies that protect existing family-owned businesses and allow them to thrive.
- New businesses which cater to needs of existing residents.
- Streetscape design, public safety, and maintenance that support existing and desired businesses.
- “Healthy” businesses that food access and health services, preventing additional “vice” retail.

Parks and Public Spaces

- More parks like Mayfair Park and Emma Prusch Farm Park that will be highly valued by the community.
- An emphasis on safety and maintenance in parks.
- More spaces for active recreation that promote individual health.

- Additional open, public space for events/gathering/movies.

Cultural and Community Resources

- Mexican Heritage Plaza, as a highly valued asset, should be further supported.
- Policies and development that support of local culture and artists, such as living expense stipends and funded programs for neighborhood artists.
- Murals, art, and urban design that pay homage to Chicano and Mexican culture.
- Opportunities restore past resources, such as MACSA.
- Find more ways to honor history of activism in the urban design.

4. Transportation, Streetscape, and Traffic

- Streetscape redesign to alleviate speeding and dangerous traffic conditions.
- Streetscapes with trees and well-designed, maintained sidewalks.
- Address parking and circulation concerns, particularly at commute times.
- Improve safety issues at most prominent intersections along Alum Rock Avenue, particularly McCreery Street and 101 Freeway
- Public transit investments to increase number of routes,

improve bus frequency, and enhance connectivity.

Elements That Require More Data

- Preferred building heights along Alum Rock corridor, ranging from 1-10 stories, and parking space allotment, 1 or 2 spaces per unit.
- Mexican, Spanish, or Portuguese architectural style was noted as desirable, but more specifics are needed.
- Consensus on how to improve educational opportunities, as respondents are split between private options, such as charter schools, or public options, such as libraries and afterschool programs.
- The neighborhood is in disagreement on what name to call itself.
- The preference to build new amenities or create new ones.
- Housing production and displacement protections was largely discussed by the community, as well as the general improvement of neighborhood quality of life for existing residents. Further discussion about how to address and incorporate these issues in the listed amenities.

These findings are part of an ongoing project to inform and create a substantive amenities framework, based on the community input collected through these efforts, which will be included in an updated Alum Rock Urban Village Plan. The finalized amenities list, created by future graduate student research teams, will reflect community priorities and desires related to future development of the Alum Rock corridor.

### Future Research

In the spring of 2020, a new group of graduate student researchers will continue the efforts recorded in this report, building on the recorded findings to study, establish, and refine a community input-developed amenities list. This will require substantial engagement efforts with the community, employing an updated approach to the messaging strategy to improve the quality of input collection. It is imperative to their assessment efforts that they continue to utilize the ABCD focus and develop deeper, contextual knowledge of community issues.

Revisiting the power/interest dynamics of the various stakeholders and tracking the progress of any development can provide insight to the types and location of amenities. The specifics of the amenities list itself should be discussed, to determine how it will be weighted, how certain items can be refined, how to facilitate discussion without influencing responses, and how implementation, coordinating with various stakeholders,

can successfully occur. Within the short, fifteen week period of these engagement efforts, many significant policies were changed by San José City Council, affecting affordable housing production and renter protection, underscoring the need for the new team to stay actively informed and civically engaged. Lastly, the new graduate student research team should take the information to produce an exceptional research report, one that displays sound methodology, high academic standards, and understanding of community needs.

### Concluding Remarks

The communities that comprise the Alum Rock study area are a culturally rich and diverse part of East Side San José, exhibiting strength, resilience, and agency in the face of systemic inequity, racial discrimination, and historic disinvestment in the community. Throughout the community engagement process, residents expressed justified fears of displacement, for themselves and businesses, leading to a loss of culture and the slow erosion of neighborhood character. In an era of gentrification overtaking Bay Area minority neighborhoods, the plans surrounding new development along the Alum Rock corridor will be pivotal for this community, as well as the City of San José, who have the unique ability to facilitate equitable development and restorative justice in an often neglected area. This study of the Alum Rock corridor is an opportunity to highlight and promote the cultural identity and community spirit of the residents in this area, and to provide meaningful representation through a community-developed amenities list which expresses the desires of the neighborhood.

### Conclusión

El trabajo detallado en este reporte ha sido guiado por el planteamiento de desarrollo comunitario basado en patrimonios, aplicado a través de la participación de la comunidad y el análisis sistemático comunitario, para evaluar las capacidades existentes e identificar oportunidades sobre el paseo de Alum Rock. Estos esfuerzos de participación serán continuados por estudiantes de posgrado de la Universidad de San José en la primavera del 2020 y se expandirán para informar el desarrollo de un marco de referencia actualizado de amenidades de las villas urbanas en Alum Rock, y ultimadamente será entregado al gobierno de la ciudad de San José. Estos esfuerzos colaborativos reflejarán las prioridades y los deseos expresados por la comunidad para el futuro desarrollo y diseño de el paseo de Alum Rock.

## Future Research

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## Fall 2019 Class

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# Thank You