



# East Santa Clara Master Plan – Phase II

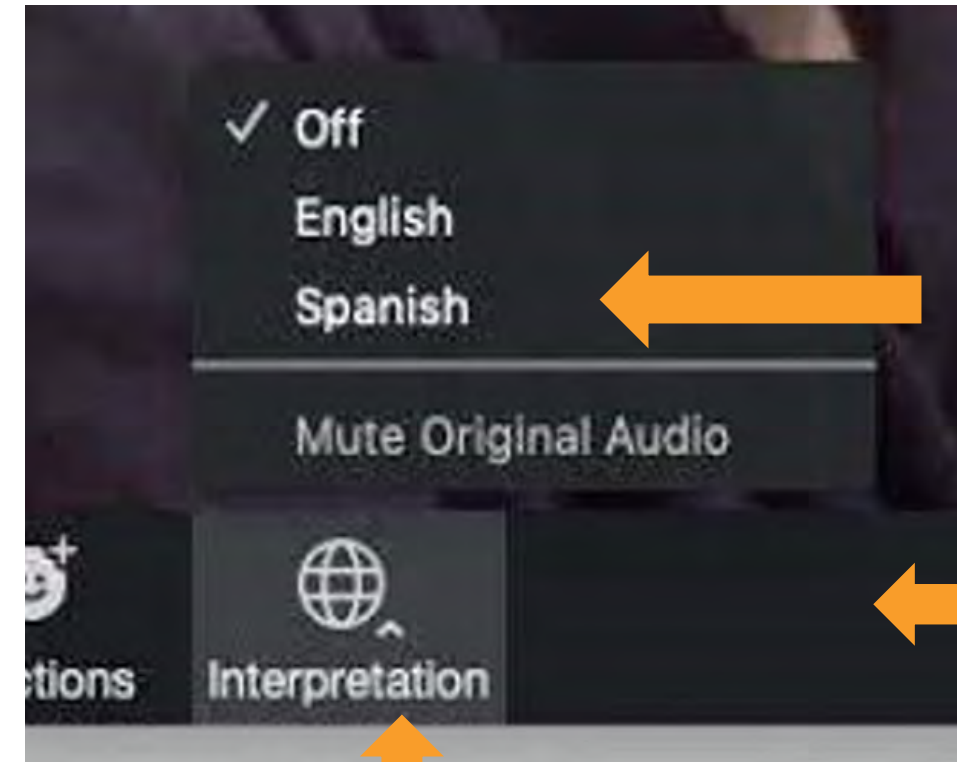
Community Workshop #1: Co-Creating the Vision

April 24, 2023



# Traducción al español

- » Para escuchar la interpretación en español, haga clic en el botón Interpretación en la parte inferior de su pantalla.
- » Seleccione el idioma preferido.
- » Para escuchar sólo el lenguaje interpretado, haga clic en Silenciar audio original.



Paso 1.  
Seleccionar botón  
de interpretación

Paso 2.  
Seleccionar  
idioma  
preferido

Paso 3.  
Seleccione  
para escuchar  
sólo el idioma  
preferido

# Agenda

- » Welcome & Introductions
- » Presentation Overview
- » Q & A
- » Breakout Group Instructions
- » Breakout Groups
- » Report Back & Group Summaries
- » Wrap Up & Next Steps



# How to Participate

## » Universally

- Treat all participants with kindness, respect, and consideration.
- Please remember that there will be time to hear everyone's ideas and comments.
- Most importantly, have fun during this workshop!

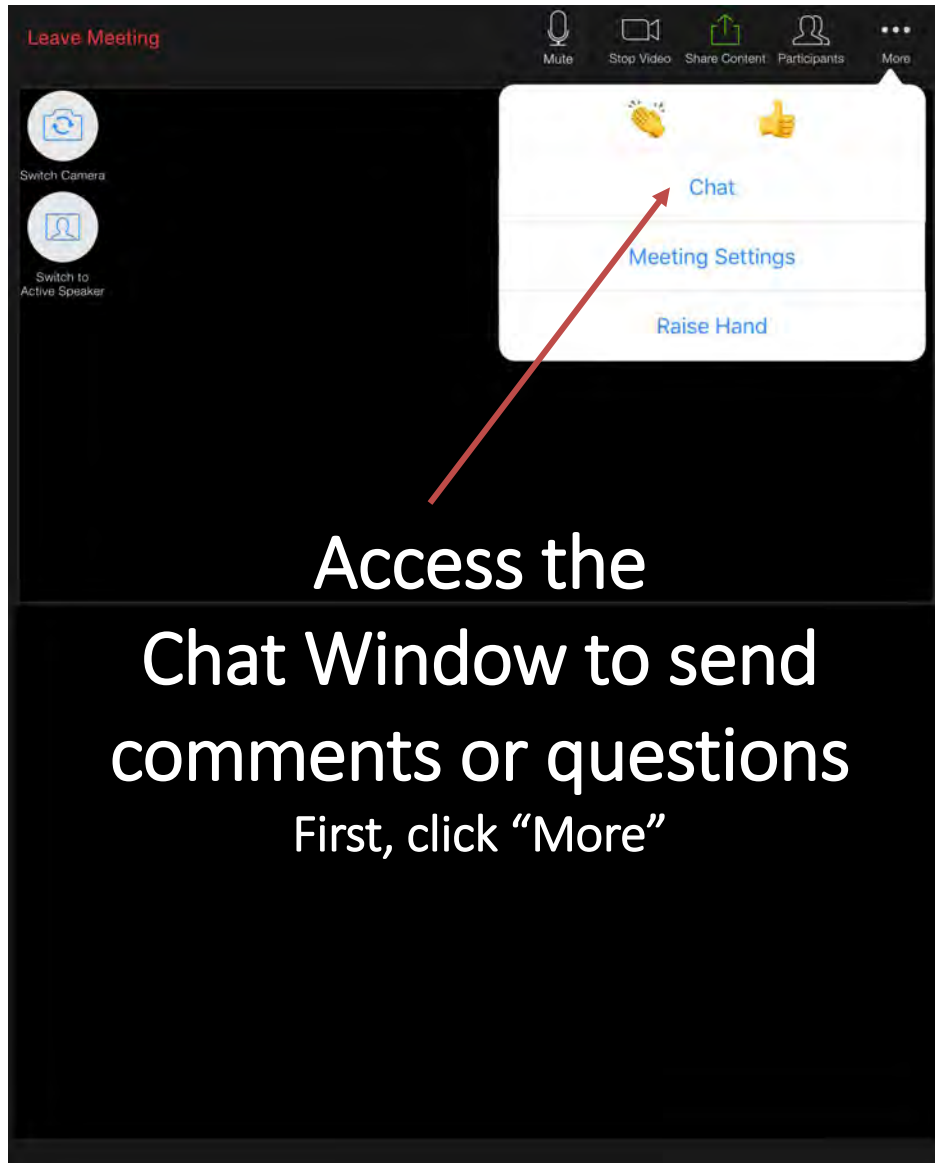
## » In-Person

- Use the sticky pads to write out questions and comments to be collected/answered during the Q&A portion. You can also raise your hand during the Q&A segment.
- Please do not talk or interrupt while people are presenting or sharing ideas.

## » Virtually

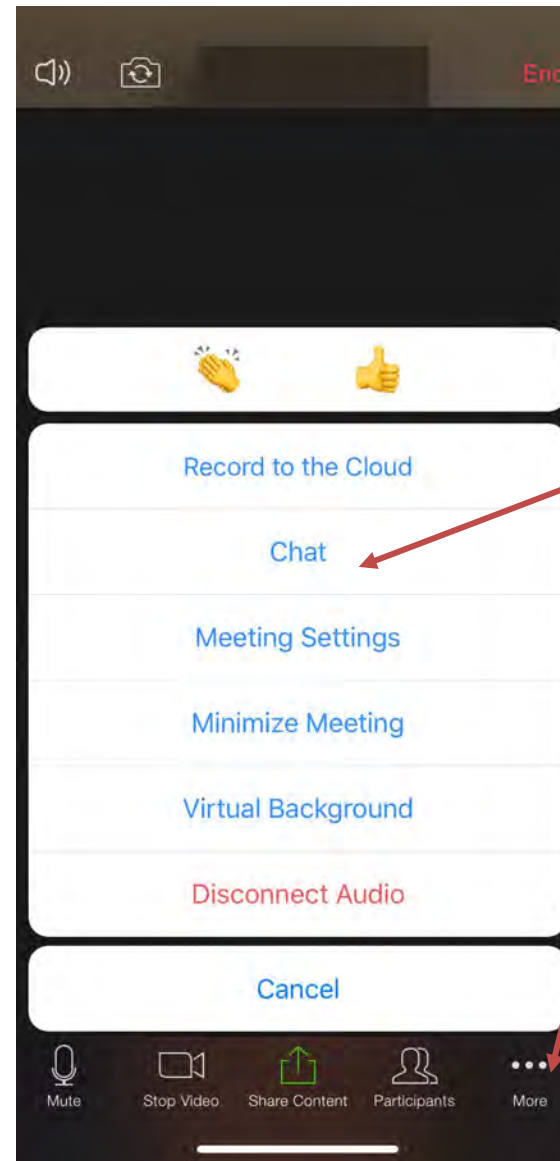
- Type questions and comments in the chat and we will answer them during the Q&A portion.
- Please mute your audio when you are not speaking

# Zoom Meeting Controls



Access the  
Chat Window to send  
comments or questions  
First, click "More"

Tablet



Smart Phone

Access the  
Chat Window to send  
comments or questions  
First, click "More"



Comments / Questions?

Send a Chat Message to  
"Project Questions – Ask Me"



# Zoom Meeting Controls

The image shows a Zoom meeting interface with several annotations. A red arrow points from the text 'Participant list' to the 'Participants' button in the bottom toolbar. Another red arrow points from the text 'Use Chat window To send comments/questions' to the 'Chat' button in the bottom toolbar. A third red arrow points from the text 'Type your Questions/Comments in the text box' to the text input field in the chat window on the right.

**Participant list**  
View meeting participant list

Use Chat window To send comments/questions

Type your Questions/Comments in the text box

Zoom Meeting ID: [redacted] Speaker View

Participants (22)

Find a participant

- Janet Chang (Me)
- Tammy Seale (Host)
- GR Grant R
- SC Sloan Campi
- MT Mark Teague (Co-host)

Zoom Group Chat

To: Everyone

Type message here...

Unmute Stop Video Invite Participants 22 Share Screen Chat Record Reactions Leave Meeting

# Why Community Engagement is Important

- » It is dedicated to ensuring that the community's input guides a well-informed decision.
- » It means having a meaningful dialogue that is representative of the community.
- » It is a two-way dialogue that gives everyone an opportunity to propose ideas and to come up with collective solutions.
- » It seeks diverse opinions.
- » It is an ongoing conversation to help define and shape the community's future.

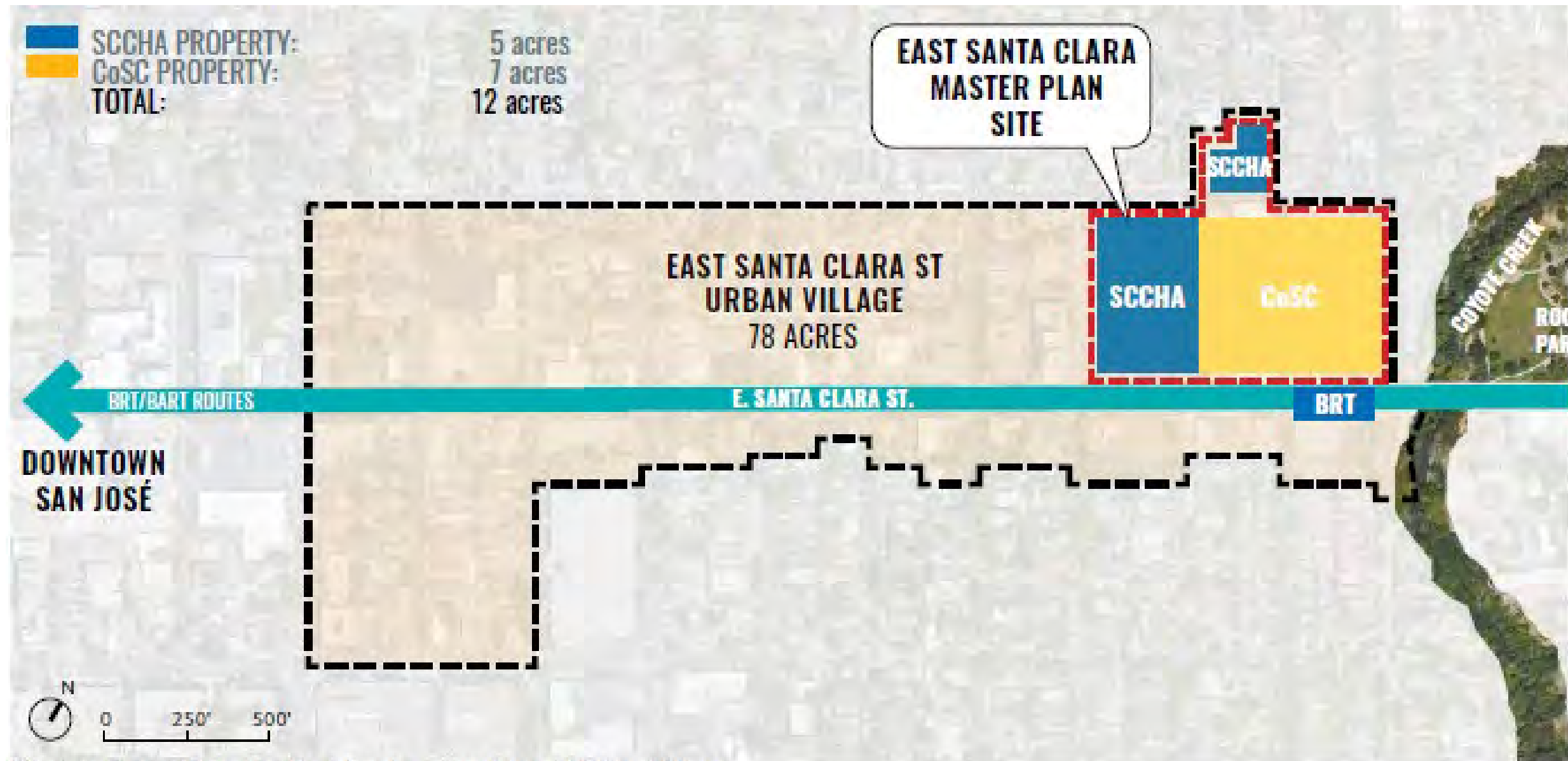
# Project Team

- » The CORE Companies: Co-Developer
- » Eden Housing: Co-Developer
- » County of Santa Clara: Landowner
- » Studio T Square: Planning Architect
- » PlaceWorks: Community Engagement Consultant





# East Santa Clara Master Plan Site



Site location within the East Santa Clara Street Urban Village

# Master Plan Phasing

Existing Buildings

**Phase I**

Total Housing: approx. 300 - 315 du  
Total Office + Retail: 158,000 - 191,000 gsf

**Phase II**

Total Housing: approx. 250 - 485 du

**Phase III**

Total Office + Retail: 162,000 - 169,000 gsf

EXISTING



PHASE I



PHASE II



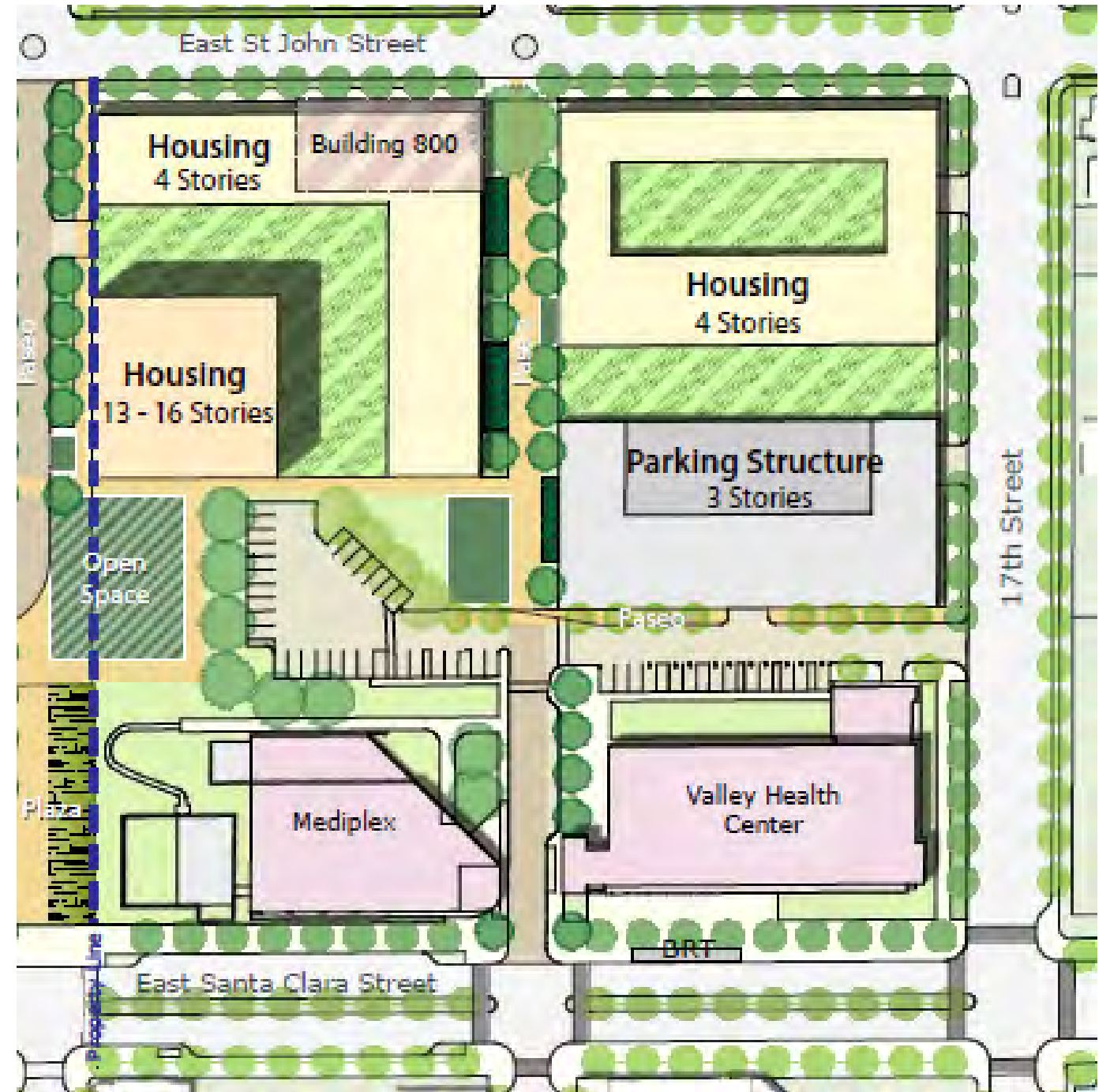
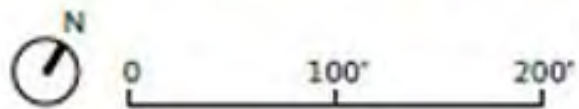
FULL BUILD-OUT





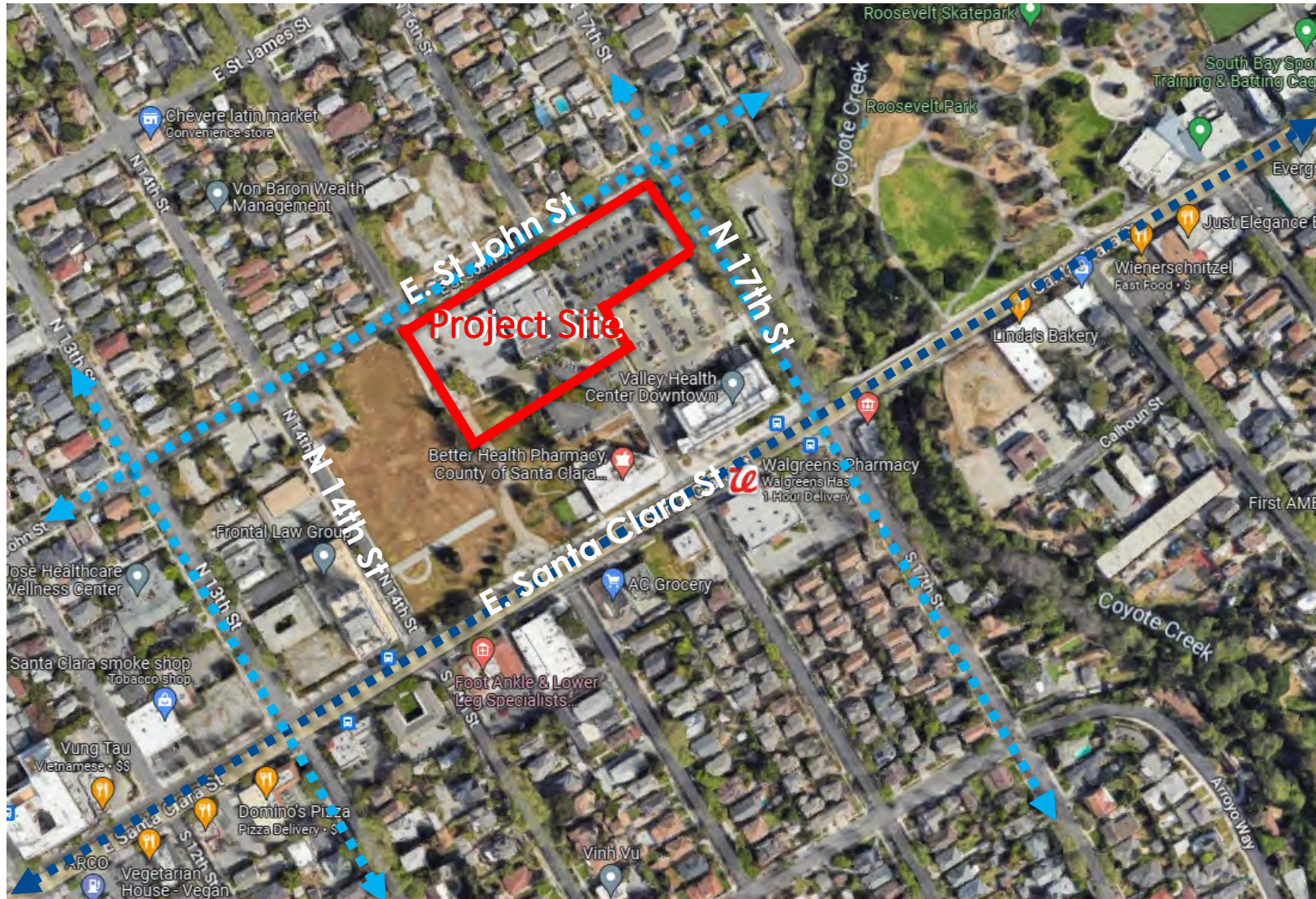
# Original Phase II Plan

-  Office
-  Housing (Parking Self Contained)
-  Parking
-  Existing Building
-  Plaza
-  Pocket Park
-  Private Open Space
-  Cafe/Retail Seating Zone
-  Pedestrian and/or Bike Path
-  Limited Vehicular Traffic





# Context Map



LEGEND  
 ←-----→ Transit Corridor  
 ←-----→ Bike Lane/Blvd







**LEGEND**

- 1** AFFORDABLE LARGE FAMILY HOUSING
- 2** SENIOR AFFORDABLE HOUSING
- 3** AFFORDABLE FOR SALE TOWNHOMES
- 4** BAYBERRY SENIOR HOUSING (HOUSING AUTHORITY PROJECT)
- 5** PRIMROSE SENIOR HOUSING (HOUSING AUTHORITY PROJECT)
- 6** ELDERBERRY FAMILY HOUSING (HOUSING AUTHORITY PROJECT)
- 7** SAGE FAMILY HOUSING (HOUSING AUTHORITY PROJECT)
- 8** TRILLIUM SENIOR HOUSING (HOUSING AUTHORITY PROJECT)
- 9** HAWTHORN SENIOR APARTMENTS (HOUSING AUTHORITY PROJECT)
- 10** VALLEY HEALTH CENTER
- 11** SAN JOSE MEDICAL PLAZA





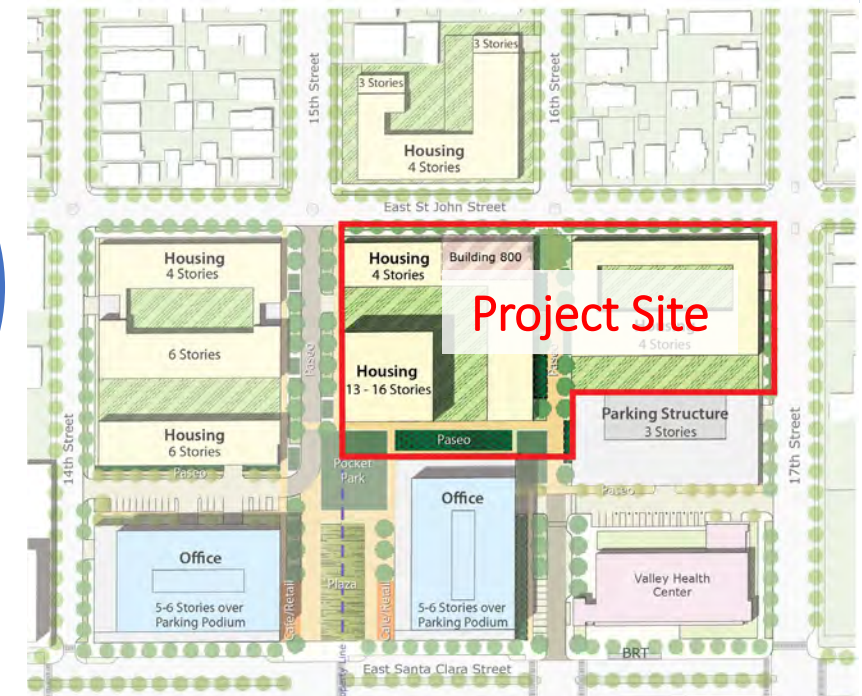
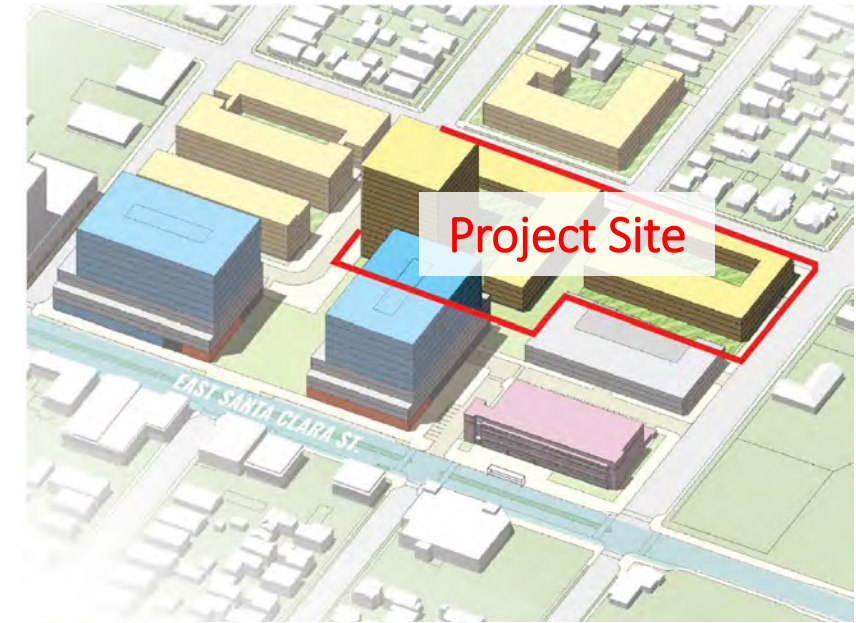
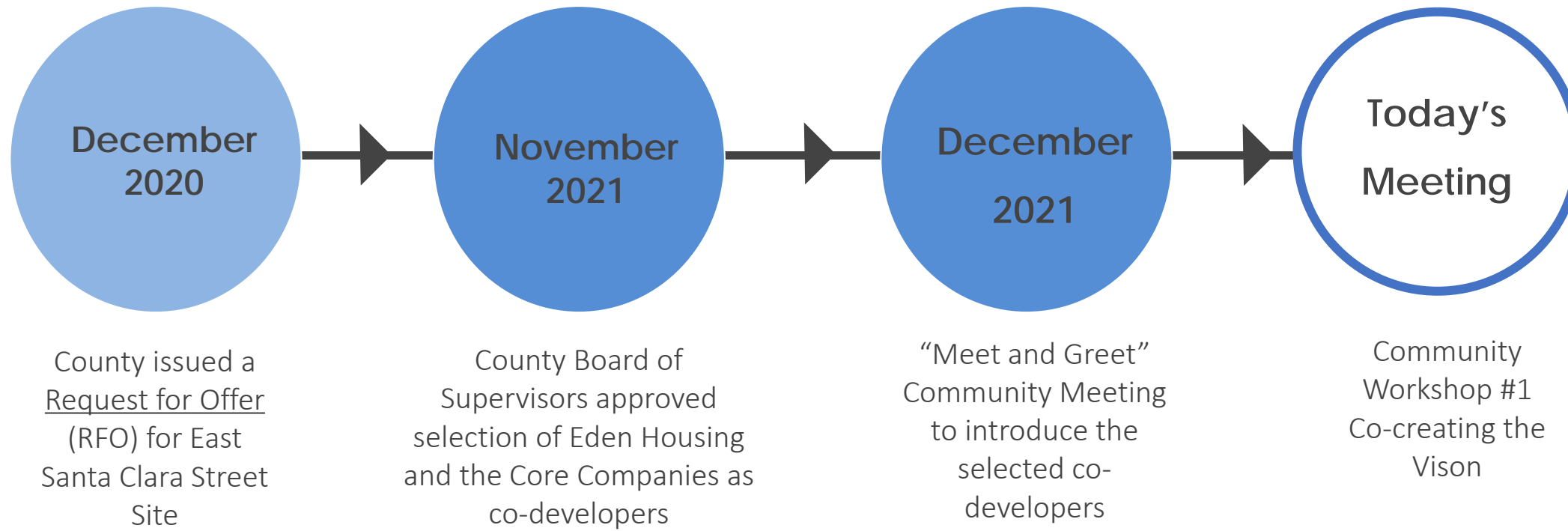
AERIAL PERSPECTIVE

**LEGEND**

- |  |  |   |
|--|--|---|
| ① AFFORDABLE LARGE FAMILY HOUSING                        | ⑤ PRIMROSE SENIOR HOUSING<br>(HOUSING AUTHORITY PROJECT)   | ⑧ TRILLIUM SENIOR HOUSING<br>(HOUSING AUTHORITY PROJECT)    |
| ② SENIOR AFFORDABLE HOUSING                              | ⑥ ELDERBERRY FAMILY HOUSING<br>(HOUSING AUTHORITY PROJECT) | ⑨ HAWTHORN SENIOR APARTMENTS<br>(HOUSING AUTHORITY PROJECT) |
| ③ AFFORDABLE FOR SALE TOWNHOMES                          | ⑦ SAGE FAMILY HOUSING<br>(HOUSING AUTHORITY PROJECT)       | ⑩ VALLEY HEALTH CENTER                                      |
| ④ BAYBERRY SENIOR HOUSING<br>(HOUSING AUTHORITY PROJECT) | ⑪ SAN JOSE MEDICAL PLAZA                                   |   |



# Project Overview- Developer Selection Process



**EAST SANTA CLARA MASTER PLAN**

April, 2019



# Project Overview

» 2.8-acre 213-unit affordable housing with private-public spaces and amenities that will benefit the community

## 1 Senior Affordable Housing + 800 Building

- 64 homes; 33 parking spaces
- Adaptive reuse of existing Building 800

## 2 Affordable Large-Family Housing

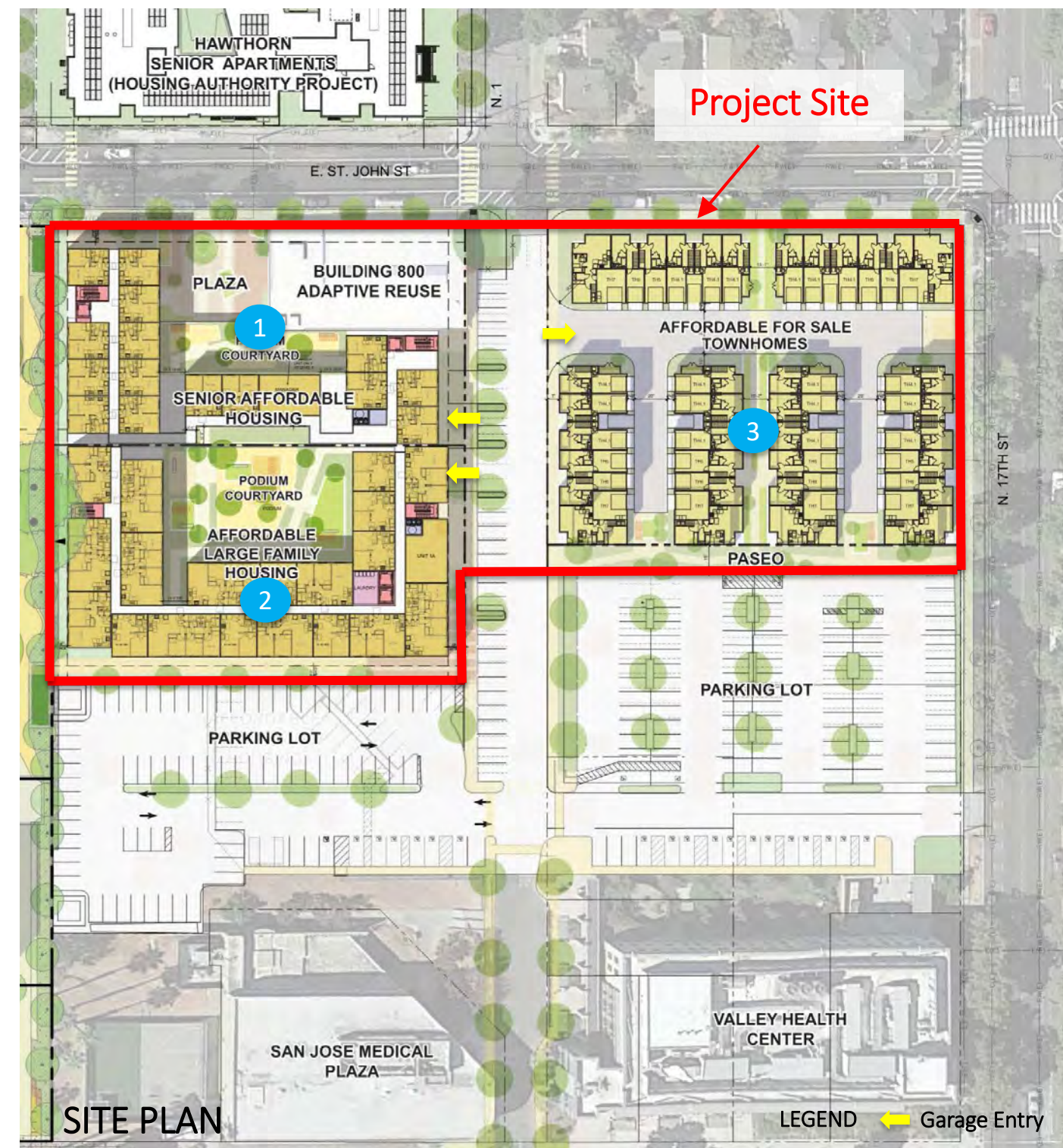
- 113 homes; 115 parking spaces
- 8,000 SF of amenity space

## 3 Affordable Townhomes

- 36 homes; 42 parking spaces

» Revised Parking Lots for County Facilities

*\*Note: The unit numbers, parking count, and amenity square-footage is an approximation until building permits have been issued.*







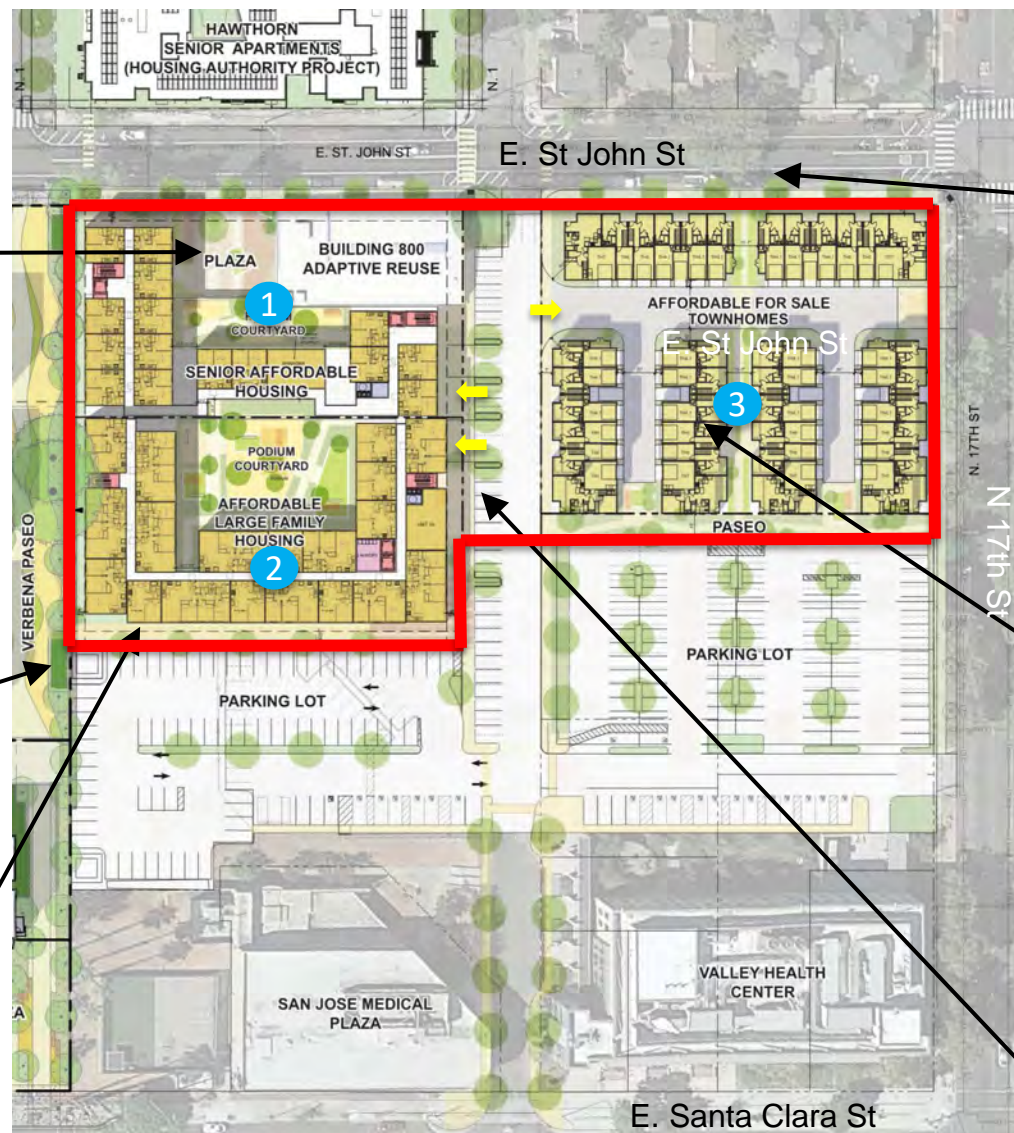
Senior Affordable Housing and Plaza



Verbena Paseo



Affordable Large-Family Housing



**SITE PLAN**

- 1 Senior Affordable Housing + 800 Building
- 2 Affordable Large-Family Housing
- 3 Affordable For-Sale Townhomes



E. St John St



Affordable For-Sale Townhomes

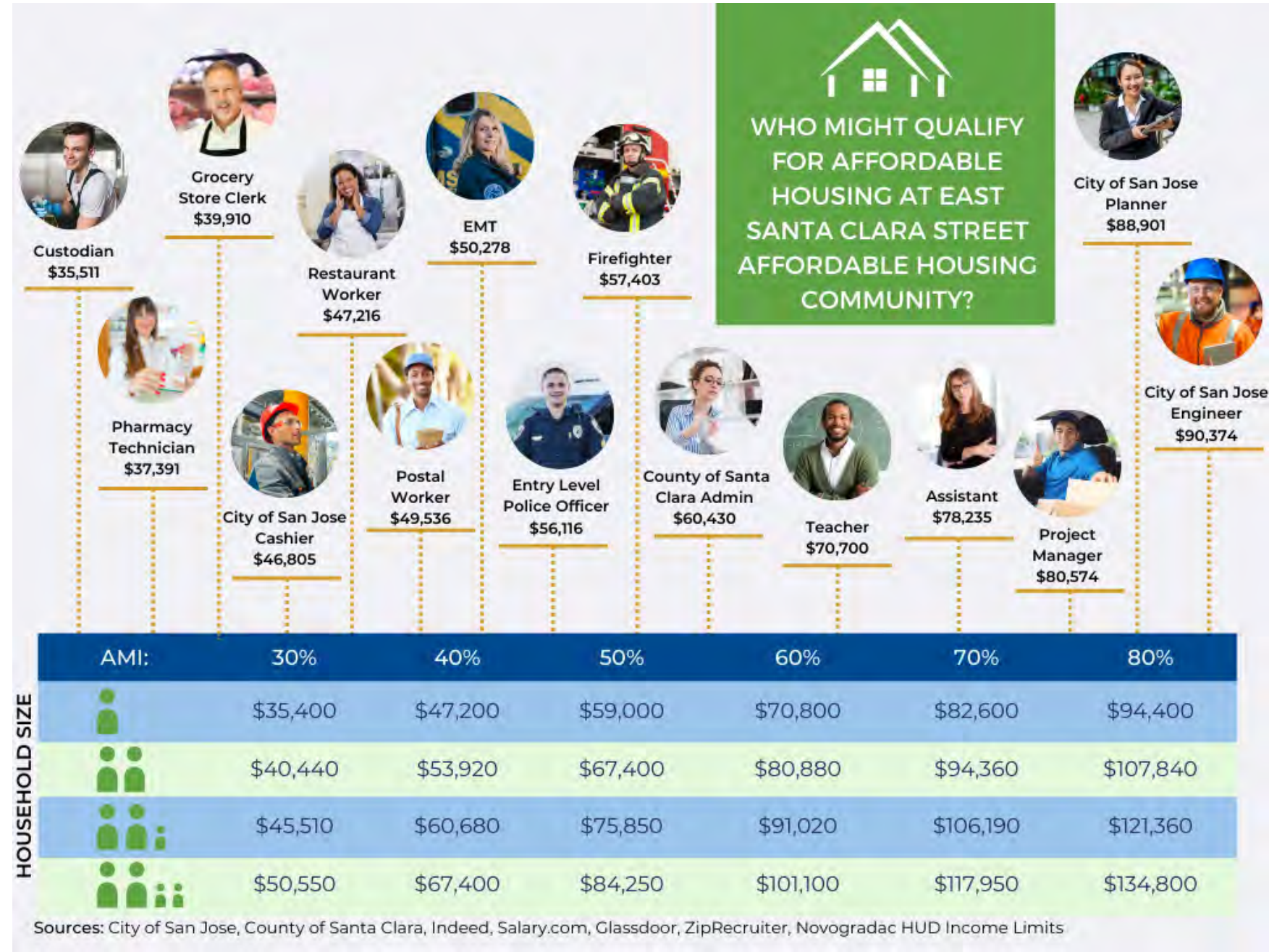


Apartments, Townhomes, and Building 800



# Income Categories

- » Area Median Income (AMI) for Santa Clara County for a 4-person household= \$168,500
- » Rental large-family housing and senior apartments = 60% AMI or below
- » For-sale townhomes = 80% AMI or below





# Q & A



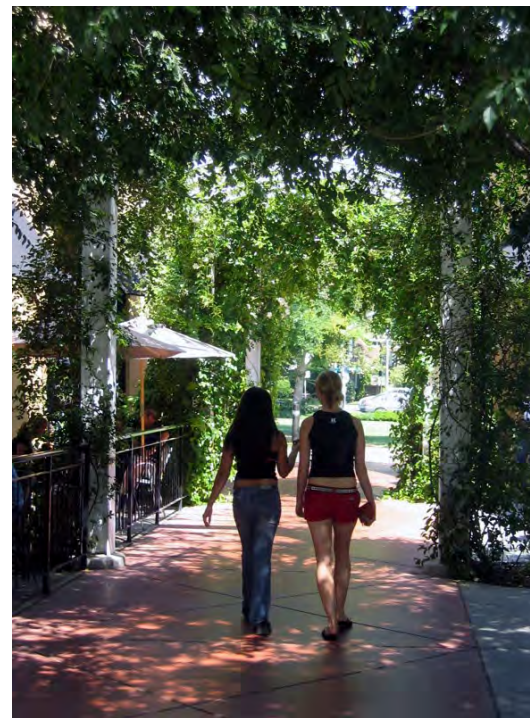
# Co-Creating the Vision





# Placemaking 101

- » Sociability
- » Access and Linkages
- » Uses and Activities
- » Comfort and Image





# Architectural Character 101

## » Architectural Intent

- Functional character
- Aesthetic character

## » Architectural Style

- Clean and geometric
- Decorative and detailed

## » Building Massing & Context

- How does this building interact with the surrounding area?





# Building Design 101

## » Façade and Design

- General Appearance
- Color
- Materials
- Architectural Features
- Preservation & Revitalization





# What type of placemaking amenities do you like?





# What type of architectural character would you like to see?





# What should the building design look like?





# Breakout Groups

## » Topics discussed in breakout groups:

- Placemaking – Discuss how residents may move around and enjoy the community
- Architectural Character– Discuss the overall look and feel of the project
- Building Design – Discuss the fine-grain details of the design

## » In-Person:

- You will be assigned to a physical group by in-person staff and go over instructions
- If there are Spanish language or American Sign Language needs, please let staff know

## » Online:

- You will be virtually assigned to a group and go over instructions
- If there are Spanish language needs, let staff know

## » Report back:

- Each group will select one spokesperson to provide a 2-minute recap of discussion highlights



# Report Back





# Next Steps – We Want to Hear from You!

Please visit the project website for updates and to sign up for email alerts

» All input gathered today will be compiled, reviewed, and discussed at the upcoming workshops:

- Summer 2023: Community Meeting #2 – Developing the Design
- Fall 2023: Community Meeting #3 – Sharing the Results

» Additional questions or comments?

- Please contact: [eastsantaclara@thecorecompanies.com](mailto:eastsantaclara@thecorecompanies.com)
- Signup to the mailing list at: [www.eschousingsanjose.com](http://www.eschousingsanjose.com)



# Thank you!

