

San Jose
Strong Neighborhoods Initiative
13th Street Revitalization Plan
NAC Workshop
February 27, 2001

What is the Strong Neighborhoods Initiative (SNI)?

The Strong Neighborhoods Initiative is a partnership of the City of San Jose, San Jose Redevelopment Agency, and the community to build clean, safe, and attractive neighborhoods with independent and capable neighborhood organizations.

SNI Goals

- improve neighborhood conditions
- enhance community safety
- expand community services
- strengthen neighborhood associations

(Source, City of San Jose)

DRAFT PROJECT GOALS & OBJECTIVES

(NOT YET
PRIORITIZED)

NEIGHBORHOOD CHARACTER AND LAND USE GOALS

Residents and Homes

1. *Diversity.* Retain the economic and cultural diversity of the neighborhoods.
 - 1) Increase the number of owner-occupied housing in the neighborhoods.
 - 2) Tailor programs to finance private improvements that meet the needs and economic capabilities of the existing residents.
 - 3) Provide opportunities for new affordable housing.

2. *Housing Resources.* Enhance the neighborhood fabric and quality of the existing residential resources.
 - 1) Assure that new development is compatible with each neighborhood's scale, character, and architectural heritage.
 - 2) Encourage the preservation and architectural integrity of existing older homes and buildings through, compatible conversions, and responsible management of those existing resources.
 - 3) Encourage the infill of new residential development on the many vacant lots in the neighborhoods.
 - 4) Reduce the impact of incompatible adjacent uses.

Businesses and Commercial Services

3. *13th Street Neighborhood-Serving Commercial.* Improve and encourage vibrant and pedestrian-friendly neighborhood commercial areas in the 13th Street neighborhood.

- 1) Encourage the transformation of 13th Street from Backesto Park to Hedding Street from a blighted, auto-service district to a well-designed and attractive neighborhood-serving retail street.
- 2) Reduce the number of alcohol sales establishments in the neighborhood.
- 3) Recognize the distinct role of the development opportunities at Oakland Road as a gateway to the neighborhood.
- 4) Encourage the upgrading of the historic building resources that contribute to the neighborhood character.
- 5) Encourage appropriately-scaled and well-designed infill development.
- 6) Support the existing neighborhood-serving businesses by tailoring programs to finance private improvements.
- 7) Support the pattern of small retail nodes (e.g. along Julian, St. James, and Empire Street) that contribute to the neighborhood identity, provide pedestrian convenience.
- 8) Promote economic development opportunities for residents of the area.

4. *Santa Clara Street Local and Regional-Serving Commercial.* Reinforce the economic health and vibrancy of the Santa Clara Street Corridor that recognizes the city's vision as "Main Street" while protecting neighborhood resources adjacent to the corridor.

- 1) Capture the greatest potential support for local businesses from the projected BART project while minimizing the potential disruptions or impacts to their on-going operations.
- 2) Use the VTA's planned Downtown/East Valley project as a catalyst for upgrading the streetscape and commercial environment of the street.
- * 3) Work to retain emergency medical services convenient to the downtown and its neighborhoods.
- 4) Identify suitable development opportunities in the corridor for reuse.
- 5) Monitor the civic center project development to be sure that it is sensitive to the neighborhood issues and compatible with the existing fabric of the neighborhoods.

Public Environment

5. *Parks and Open Space/Creeks and Trails.* Enhance the quality and accessibility of the park and open space resources recognizing that the neighborhood is under-served.

- 1) Refurbish the existing parks and facilities to increase their safe use and attractiveness.
- 2) Add suitable neighborhood-serving recreational facilities to provide alternatives to unsafe use of the streets by children.
- 3) Inter-connect the existing resources into a city-wide network.
- 4) Complete the multi-purpose trail planned for the Coyote Creek corridor.
- 5) When opportunities arise, augment the existing parks with small-scale but well-distributed new neighborhood-serving mini-parks.
- 6) Provide enhanced maintenance of the park and recreation facilities.

6. *Streetscapes*. Upgrade the public environment of the existing streets.
- 1) Identify areas for strategic enhancements to sidewalks, landscaped medians, and pedestrian-scaled street lightings and street furnishings.
 - 2) Add to community identity with appropriate gateways, entries, and neighborhood signs.
 - 3) Encourage the removal the out-of-scale billboards along 13th Street.
 - 4) Take advantage of opportunities to under-ground over-head utilities at key locations in the neighborhoods.
 - 5) Take measures to remove blighted conditions from the alleyways along Julian and St. James Streets.
 - 6) Add appropriate street-trees throughout the neighborhoods and increase the frequency of trimming.
 - 7) *unique features to instill/promote neighborhood character*
- PUBLIC SAFETY GOALS**

Streets and Circulation

7. *Street Circulation/Safety*. Reclaim the street environment so that it is compatible with the daily lives of the residents and neighborhood businesses rather than merely serving as conduits for through traffic.

- 1) Return the one-way ^{*arterial*} couplets to two-way ^{*residential streets*} ~~traffic if feasible.~~
- 2) Employ traffic calming measures on heavily traveled streets to slow vehicles and improve pedestrian safety.
- 3) Restrict through truck traffic ~~where feasible.~~
- 4) Provide a new east-west bicycle connection between Coyote and Guadalupe Creeks

8. *Parking*. Manage the parking on the streets and within private development areas in the 13th Street neighborhoods so that parking for local residents and neighborhood businesses is ~~not displaced~~ ^{*improved*}.

- 1) Locate and design any new parking ^{*aesthetic*} structures in a manner that minimizes or avoids adverse traffic and noise impacts on the adjacent streets.
- 2) Stripe parking and paint curbs in the denser neighborhoods to minimize conflicts between parked cars and driveways or cross traffic
- 3) Provide small, off-street parking sites in commercial areas where street parking is inadequate.
- 4) Employ parking management strategies (such as neighborhood permit programs or shared parking) where appropriate;
- 5) Increase enforcement of parking violations, including blocked sidewalks.

Pedestrian and Transit Improvements

9. *Pedestrian Environment/Safety*. Provide the necessary physical improvements and public safety surveillance so that pedestrians can safely access their community resources and retain their sense of community:

- 1) Increase enforcement of traffic regulations.
- 2) Identify major pedestrian routes for additional crosswalks and other pedestrian improvements to increase the safety and attractiveness of the pedestrian environment.
- 3) Identify priority locations for pedestrian-scale street-lighting improvements.
- 4) Add traffic controls, such as traffic signals and stop signs, that are warranted.
- 5) Assure adequate funding for cross-walk monitor programs.

10. Public Transit and Neighborhood Development. Provide enhanced public transit facilities and compatible neighborhood development so that the land use intensification envisioned by the City for the downtown and transit corridors will promote high-quality pedestrian environments rather than inaccessible automobile-dominated streets.

Crime Control

11. RR ROWs. To the extent possible, eliminate the traffic and public safety nuisances and visual blight from the existing RR ROWs.

- 1) Provide for on-going clean-up of dumped materials debris.
- 2) Remove and control graffiti.
- 3) Manage the unauthorized use of the ROW by homeless and clients of the service agencies.

12. Criminal Activity on the Streets. Reduce the incidence of criminal activity in those areas where it contributes to the blighting effects of the neighborhoods.

- 1) Provide more responsive clean-up of dumped materials or abandoned vehicles in the streets or on vacant properties in the neighborhood.
- 2) Increase police surveillance to reduce drug-dealing on the streets.

COMMUNITY SERVICES GOALS

Streets and Sidewalks

13. Maintenance and Repair of City Streets and Sidewalks. Improve the City services so that maintenance and repair programs better meet the needs and particular conditions of the neighborhoods.

- 1) Increase street repair and street cleaning effectiveness.
- 2) Explore an area-wide sidewalk repair program that is more responsive to the needs of the community.

Facilities and Programs

14. Public and non-Profit Facilities (such as schools and churches). Assure that the public facilities will meet community needs.

- 1) Encourage the coordination of programs among the responsible agencies to optimize the use of limited facilities.

*Cafe -
need more
schools
& keep
hospital*

- 2) Increase accessibility of the facilities to the neighborhood by linking them with safe pedestrian routes
- 3) Provide safer passenger loading and un-loading areas.

15. Social Services. While recognizing their contribution to the city, minimize the adverse neighborhood impacts that arise from the concentration of service-providers.

- 1) Improve management of operations to avoid concentrations of social service clients on the streets and sidewalks.
- 2) Consider modifying the mix of program elements in the neighborhood to provide a more balanced delivery of services in the region.

Code Enforcement and Nuisance Abatement

16. Approach. Emphasize measures that result in desirable improvements to the neighborhood without resorting to unnecessary penalties.

- 1) Illegal uses,
- 2) Explore the removal of abandoned buildings
- 3) Explore the removal of abandoned vehicles in a timely manner.

STRENGTHEN NEIGHBORHOOD ASSOCIATIONS GOALS

Community Organization

17. Community Organization. Establish an on-going role and opportunity for the Neighborhood Associations and encourage community organization of local businesses.

- 1) Provide input into the city's decision-making that affects the 13th Street neighborhoods so that the goals of the SNI continue to be pursued and enhanced.
- 2) Communicate with the neighborhood residents and business-owners the availability of programs and initiatives
- 3) Encourage the formation of a neighborhood business association for 13th Street to help promote of goals of the Revitalization Plan