



NORTHSIDE NEIGHBORHOOD COMMUNITY ASSESSMENT REPORT

SAN JOSE STATE URBAN PLANNING GRADUATE STUDIO
FALL 2016 - SPRING 2017



NORTHSIDE NEIGHBORHOOD COMMUNITY ASSESSMENT REPORT

**PRODUCED BY SJSU URBAN PLANNING GRADUATE STUDENT TEAM,
2016-2017**

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Marybeth Bowman (report design and editing)



Fall 2016 Class Photo





Spring 2017 Class Photo



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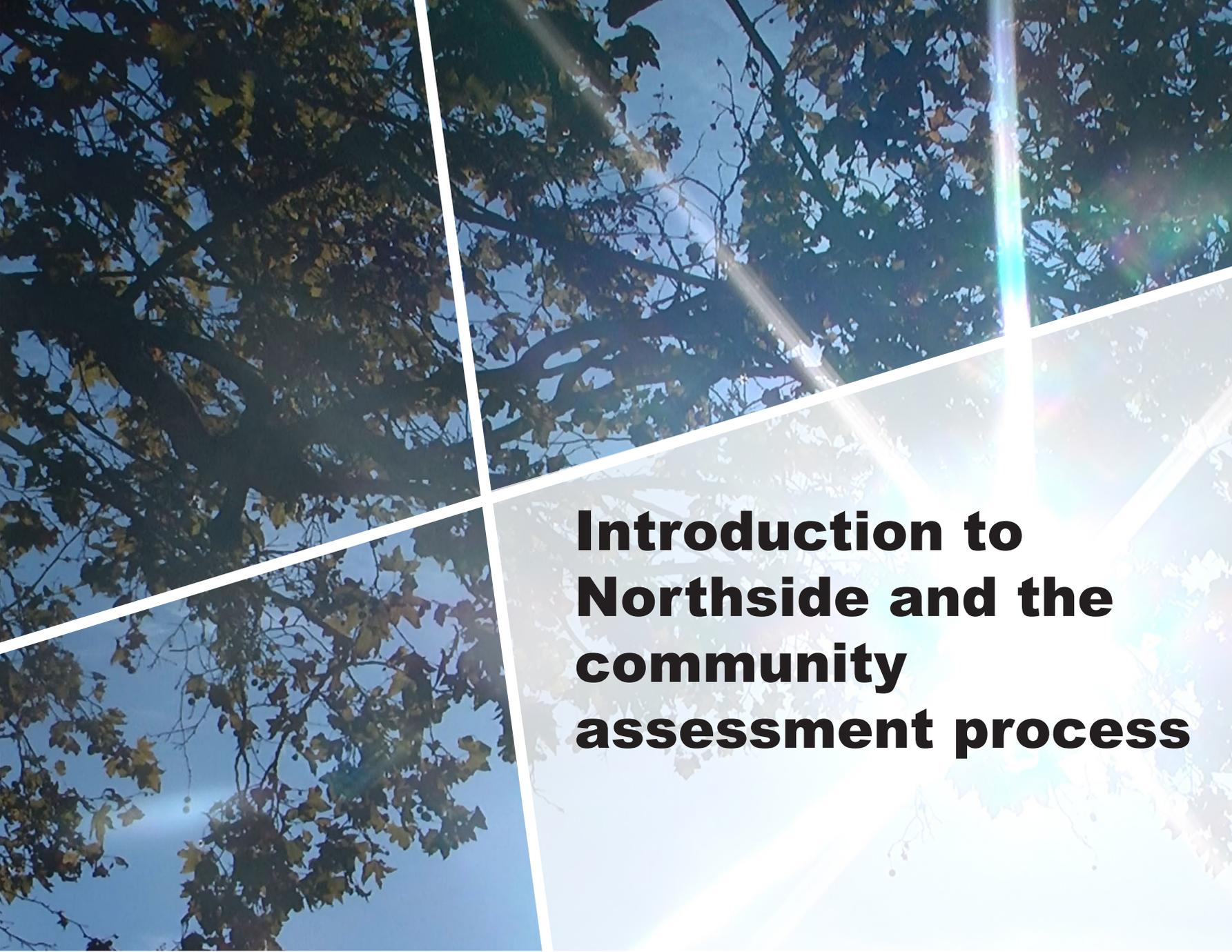
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**Introduction to
Northside and the
community
assessment process**

For more than 120 years people from all over the world have called San José's Northside neighborhood home. As one of the oldest neighborhoods in the city, Northside has a diverse population of residents, architecture, and history. These elements, combined with the neighborhood's churches, schools, community centers, and businesses, form the rich urban tapestry that gives Northside its unique character.

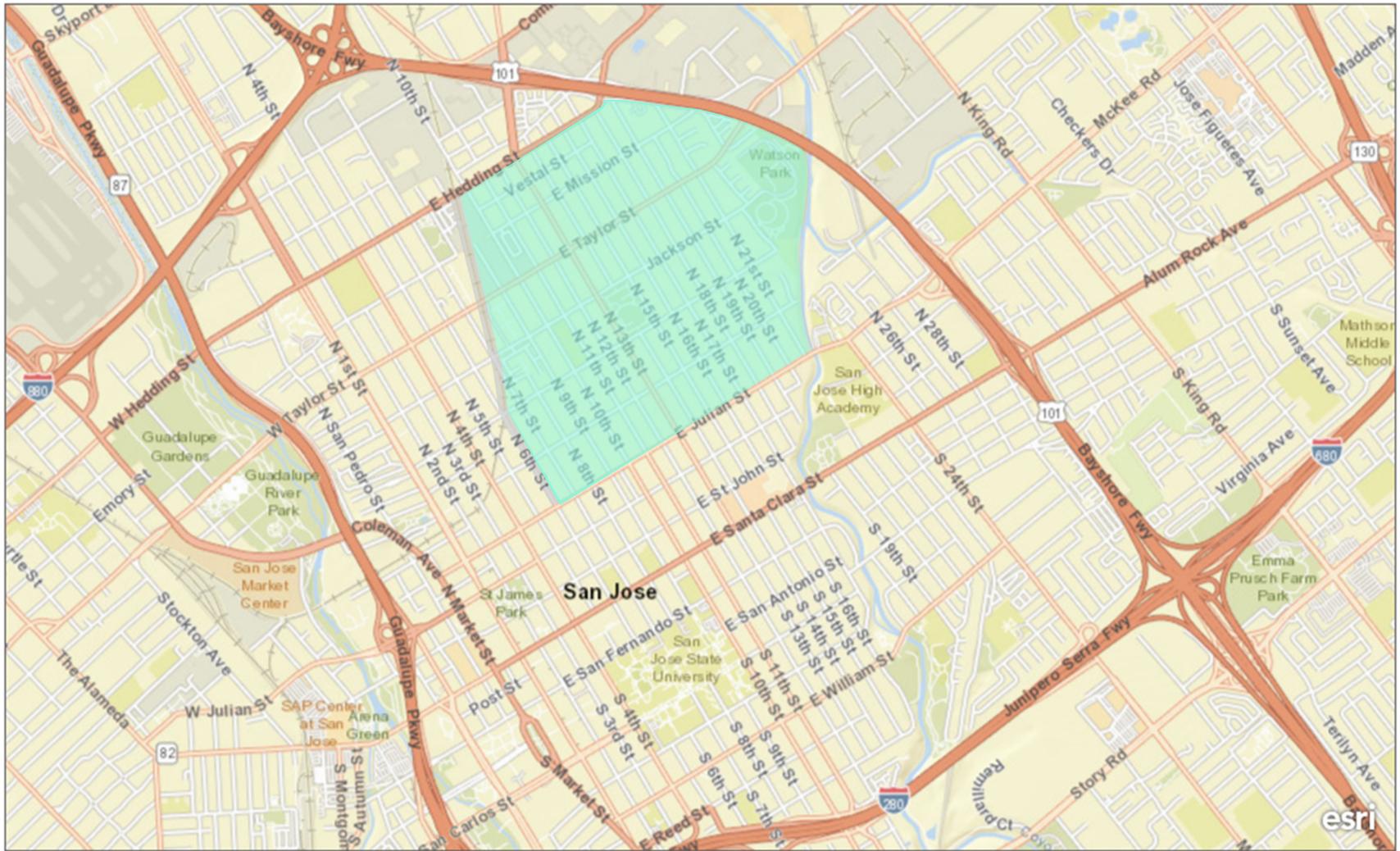
Northside has a tradition of strong neighborhood involvement in community improvements, making it a perfect candidate for the work of local nonprofit organization CommUniverCity San José. Founded in 2005, CommUniverCity is a multi-sector partnership between local communities, San José State University (SJSU), and the City of San José. CommUniverCity's mission is twofold: to "provide rich educational opportunities for residents of all ages that promote a 'college-going' culture and instill a desire for lifelong learning" and to "strengthen the community's capacity to bring about vibrant, healthy, and engaged neighborhoods."

Each semester, SJSU's Master of Urban Planning (MUP) program offers an intensive studio course on the practices of community assessment, designed to engage urban planning students in field work through CommUniverCity in a targeted community. This report is the result of work done by 26 graduate students over the course of two semesters, Fall 2016 and Spring 2017. The assessment findings represent the current conditions in Northside and are intended to serve as a roadmap for neighborhood leaders and community members, planners, city officials, business owners and future residents of Northside to accomplish their collective vision for Northside's future.

OVERVIEW OF NORTHSIDE

The Northside neighborhood sits just north of Downtown San José, allowing residents to enjoy the community's walkability and "small town feel," while taking advantage of its close proximity to San José's urban center. It is approximately one square mile and generally bounded by Hedding Street to the north, Julian Street to the south, Highway 101 and Coyote Creek to the east, and 6th Street to the west. Northside's commercial corridor, which is home to the majority of the 293 businesses in the community, runs along 13th Street from Jackson Street to Hedding Street.

Northside is one of the oldest neighborhoods in San José, with nearly two thirds of the houses built before the 1950's. At one point it was a predominantly Italian neighborhood. However, today it is much more diverse, with a total population of 13,214 comprised of many people of different races and ethnicities. The neighborhood is in an ideal location for many, as it is within walking distance to downtown San José, close to transit stops, and has quick and easy freeway access.



Northside neighborhood boundaries

0.6mi

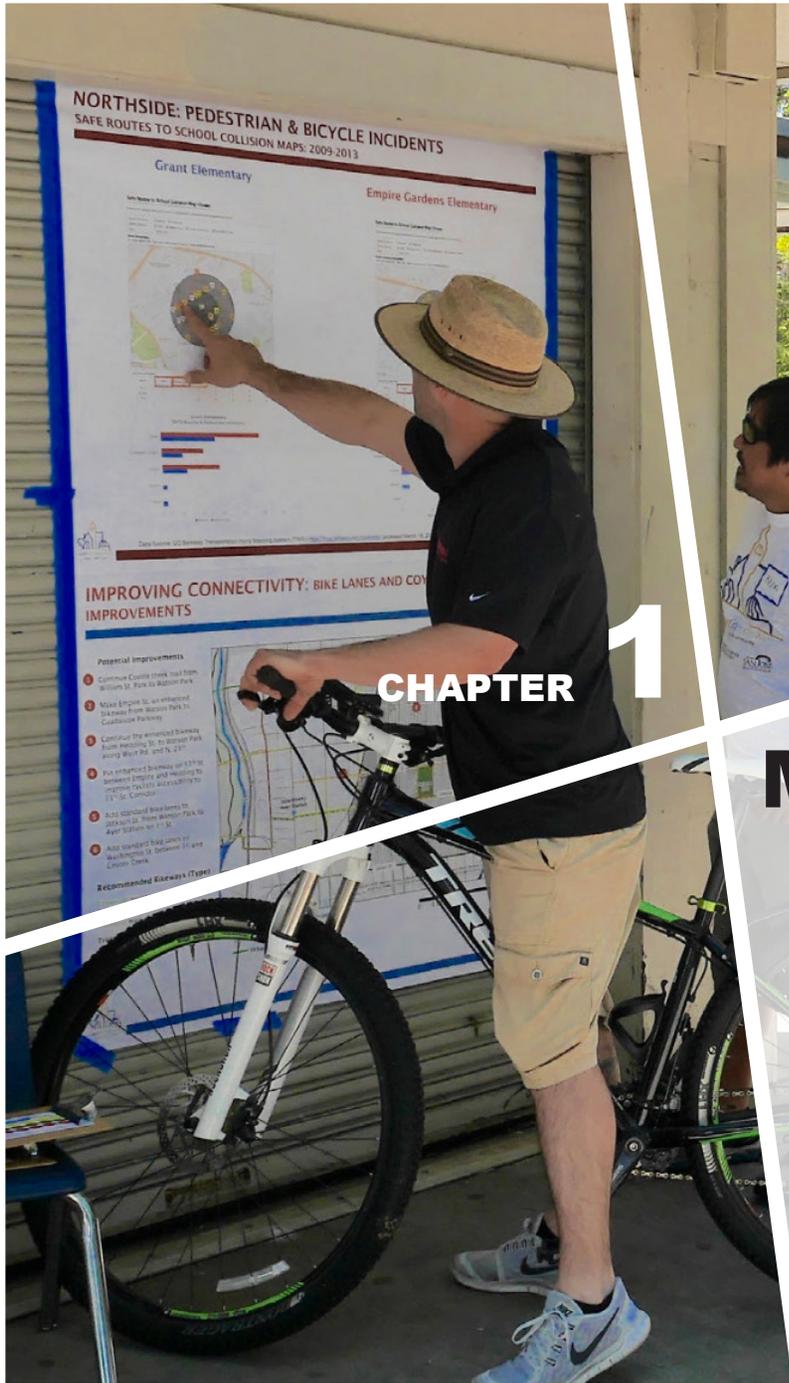
Figure 0.1 Location Map of Northside Neighborhood.
 Source: ESRI Story Map selection, Open Street Map basemap



Northside is served by two schools, Grant Elementary and Empire Gardens Elementary. Three parks provide open space for residents and visitors alike: Watson Park, Bernal Park, and Backesto Park, which has been viewed as the “heart” of the community since 1922. Backesto Park is the site of many community events throughout the year including a flea market, annual chalk art festival, and National Night Out. Additionally, the Backesto Park Community Center hosts an after school program for local children along with a summer camp and family friendly events like the yearly Easter Egg Hunt. Other important neighborhood institutions include Joyce Ellington Library, Holy Cross Church, and the Freedom Worship Center.

Figure 0.2 Extent of Study Area. Basemap layers source: City of San Jose GIS

— State Highway — ValleyWaterStreams — Parks — Northside Parcels — Streets



CHAPTER 1

METHODOLOGY

Unlike more traditional planning methods which often focus on a community's problems and weaknesses, the Asset Based Community Development (ABCD) approach puts an emphasis on the positive qualities already present within a neighborhood and encourages practitioners and residents to build upon them. Through exercises like mental mapping, walking tour observations, and demographic analysis, students were encouraged to conduct their research and interpret findings with the goal of building on community assets.

This chapter will discuss the neighborhood assessment approach used by the graduate team to create this report. Various techniques and methods were employed to gather data and facilitate community participation in this project, all carried out with the goal of building on Northside's assets.

Graduate students from each semester used an Asset Based Community Development (ABCD) approach to get to know Northside. Unlike more traditional planning methods which often focus on a community's problems and weaknesses, the ABCD approach puts an emphasis on the positive qualities already present within a neighborhood and encourages practitioners and residents to build upon them. Through exercises like mental mapping, walking tour observations, and demographic analysis, students were encouraged to conduct their research and interpret findings with the goal of building on community assets.

1.1 FIELD DATA COLLECTION

The graduate student team designed two observational surveys to examine the Northside's physical conditions. Using the smartphone app Survey123, which allows for easy collection and analysis of data in the field, students canvassed the neighborhood in pairs to collect data about buildings and blocks. In total, 36 blocks and 710 buildings were assessed within Northside. This report explores the Survey123 results in section 4.3 of Chapter 4.

1.2 SECONDARY SOURCE DATA COLLECTION

To get a clear picture of the specific circumstances of Northside, the graduate team collected data by using Esri Community Analyst. This web application performs demographic analysis of a selected area based upon US Census data and the company's in-house demographic research. The graduate team also used historical documents to put the current conditions in Northside into context and present a more holistic picture of the neighborhood.

1.3 DOOR TO DOOR SURVEY

On September 24th 2016, students from the community assessment class, assisted by undergraduate students from SJSU's sociology and political science programs, went door-to-door in the Northside neighborhood to conduct surveys in English, Spanish, and Vietnamese. During the survey, students asked Northside residents about basic demographic information as well as more nuanced questions related to their perception of the neighborhood, levels of community engagement, safety, and how connected they felt to their neighbors. The 311 completed surveys were analyzed by Galadriel Burr (Project Coordinator - CommUniverCity), Jason DeHaan (SJSU Sociology Lecturer), and Sociology and Urban Planning students.¹ Some of the results of the survey are presented in Chapter 3, section 2.3 - Quality of Life.



Figure 1.1 Survey Day

1.4 FOCUS GROUPS AND VIDEO INTERVIEWS

Focus group and video interviews were conducted to learn more about the people and conditions of Northside and to understand the community's priorities. Both served as an opportunity for residents, business owners, and neighborhood leaders to let their voices be heard. The graduate student team primarily used social media such as the Northside Neighborhood Association mailing list, NextDoor Northside, and the Northside Facebook page to reach out to residents and invite them to participate in individual interviews and focus groups.

Two focus groups took place in Fall 2016 and Spring 2017. Participants expressed concerns about safety and emphasized the desire for a redesigned, more walkable 13th Street as well as programs to assist the neighborhood's homeless population. Individual interviews were held throughout the neighborhood at various locations including people's residences, business storefronts, and at the annual Easter Egg Hunt held at Backesto Park. From footage collected during the focus groups as well as interviews, the graduate student team created two short documentaries which were shown at both the fall and spring open houses.

1.5 OPEN HOUSES

As part of the community assessment process, the graduate student teams held two open house events, one in the Fall of 2016 the other in Spring of 2017. While the location of the open houses differed, they shared the same goals and used similar techniques to achieve them. The primary goal of the open houses was to gain insight into the neighborhood's planning priorities and to get as many community members as possible engaged in the planning process. These events also gave the Northside community an opportunity to view and provide feedback on the initial findings of the graduate

1. CommUniverCity San Jose. San Jose's Northside Neighborhood: "A Little Bit of Heaven" <http://cucs.org/san-joses-northside-neighborhood-a-little-bit-of-heaven/>

team's research as well as make recommendations for other areas of inquiry.

To facilitate the exchange of information and stimulate discussion between residents and graduate team members, several tools were employed, including large format maps, informational graphics and interactive graphics. The open houses were also where the short documentaries produced by the graduate teams were screened. Each of the videos highlighted many of the neighborhood's social, historical, and economic assets.

To make sure the open house was a pleasant experience for all who came, food and refreshments were provided by CommUniverCity, translators were on hand to assist non-English speakers, and children's activity areas were set up. The activities provided at these tables had a clear urban planning theme in an attempt to encourage the children to think about neighborhood change and development, but most youngsters had little interest in our agenda and simply enjoyed the opportunity to play.

To document community feedback, surveys were given out at both open houses. The fall survey focused on safety, shopping habits, neighborhood group participation, and primary mode of travel. The spring survey focused on residents' perceptions of the open house itself. The overall response to both the Fall 2016 and Spring 2017 open houses was positive, with 70 percent of survey respondents indicating they were either somewhat or very satisfied with the results of the event. Almost all respondents, 94 percent, felt that the open house increased their understanding of how to be directly involved in the community planning process, and 100 percent of respondents felt that the open house increased their knowledge of Northside's issues, assets, and priorities.



Figure 1.2 Open House



Figure 1.3 Open House



CHAPTER

2

**THE BUSINESSES
THAT SHAPED THE
NORTHSIDE
COMMUNITY**

This chapter focuses on the farming, canning, and pottery industries that helped shape the neighborhood, influenced the settlement patterns that still exist today, and contribute to Northside's unique character. Additionally, we look at the evolution of 13th Street, Northside's primary commercial corridor.

2.1 FARMLAND AND ORCHARDS

San José and Northside's economic history can be traced back to the farms and orchards that once occupied much of Silicon Valley city. In the early 19th century, San José was a sleepy little town located in the Santa Clara Valley that was dominated by a few large landowning families.² The California Gold Rush sparked a wave of immigration to the area, with especially large Italian and Chinese communities settling in San Jose. Throughout the late 19th century and into the first half of the 20th century, San José grew on the strength of its agriculture, producing orchard fruits, berries, tree nuts, and vegetables, as well as packaging, canning and shipping these products. In 1922, brothers Stephano and Andrea D'Arrigo opened the United States' first commercial broccoli farm in San José. Until the 1960s, San José continued to produce a significant amount of fruits and vegetables. San José's fruit-bearing soil earned the city the nickname "Valley of the Heart's Delight."³

In 1932, a co-op named the Grower's Market (Figure 2.1) opened on East Taylor Street, where it became a distribution center for local farmers in the South Bay region. Instead of hauling their produce to San Francisco, farmers could set up their stands and brokerage operations in Northside.⁴ Most members of the co-op were Italian immigrant farmers and produce brokers. A restaurant and bar, originally named Growers' Restaurant and then later Bini's Bar and Grill, eventually opened on a corner of the Grower's Market property.

Longtime Northside resident Marianne Gallo Thompson recalled growing up on her family's Northside farm in the 1940s and 50s. Gallo Thompson's

Throughout the late 19th century and into the first half of the 20th century, San José grew on the strength of its agriculture, producing orchard fruits, berries, tree nuts, and vegetables, as well as packaging, canning and shipping these products. In 1922, brothers Stephano and Andrea D'Arrigo opened the United States' first commercial broccoli farm in San José.

2. Curt Fukuda and Ralph M. Pearce, *San José Japantown: A Journey* (San José, CA: Japanese American Museum, 2014), 20.

3. *Ibid.* 20.

4. Curt Fukuda and Ralph M. Pearce, *San José Japantown: A Journey* (San José, CA: Japanese American Museum, 2014), 56.



Figure 2.1 Grower's Market, History San José.⁵

grandparents, Giuseppe and Maria Gallo, originally purchased five acres of farmland between North 19th and North 21st Streets in the early 20th century. For over sixty years, her family's farm planted cherry trees, peach trees, and row crops. The property was expected to provide their family with fruits and vegetables. Her father's dentistry practice relocated from the First National Bank Building in Downtown San José, adjacent to the family's home on 910 East Jackson Street. Thompson's aunt still lives on the property.

2.2 NORTHSIDE NEIGHBORHOOD CANNERIES

The first cannery in the city, the San José Fruit Packing Company (Figure 2.2) was established in 1874 by Dr. James M. Dawson at

North 5th Street and Julian Street.⁶ The canning industry flourished due in part to the strong local agricultural economy, a large labor force, and the connection with both the Western Pacific and Southern Pacific Railroad lines. In its first year, the company produced 4,000 cases of canned produce. By 1876, it produced more than 25,000 cases. Other small, family-owned canning and packing companies began operations in the 1880's, yet none were as successful as the San José Fruit Packing Company. In the early years of fruit production, extensive experimentation was carried out to perfect the processes of preserving and canning the products. Fruit production benefitted from the emerging industrial processes and scientific efficiencies of the time.⁷



Figure 2.2: San José Fruit Packing Company, 1890.⁸

5. History San José, "History San José Online Catalog," History San José website, 2011, accessed December 9, 2016, <http://historysanjose.pastperfectonline.com/>.
6. History San José, "Cannery Life Through the Years," History San José website, 2011, accessed December 9, 2016, <http://onlineexhibits.historysanjose.org/cannerylife/>.
7. Ibid.
8. Clyde Arbuckle, Clyde Arbuckle's History of San José (San José, CA: Smith & McKay Printing Co., 1985).

The California Fruit Canners Association was founded in 1899, establishing a fixed purchase price for crops that challenged those previously set by the grower's cooperatives. Growers were then forced to lower prices when the Association's canners would not buy their products; however, after a few decades the canning companies took hold of the entire production process. By 1916, the California Fruit Canners Association was consolidated as the California Packing Corporation, commonly known as Calpak.⁹

The canning industry in San José thrived during World War I, making it a leader in the national fruit packing industry. By the 1920's, the Valley produced nearly 90 percent of California's packed fruits and vegetables, and continued dominating the industry up until the 1950's.¹⁰ Calpak followed in the footsteps of the automobile industry, incorporating the mechanization of assembly lines for canning production. However, not all tasks were done on the assembly line; sorting and quality control was still done by hand. As production expanded, due in part to an increase in workers, labor pushed management on a number of issues including gender equality, safety, language, wages, and seniority. New policies were incorporated into union agreements.

The canning industry continued to prosper post-WWII, as technological innovations established efficient production lines and the industry became less reliant upon individual workers. Del Monte Plant #3 increased its storage facilities and incorporated more modern equipment. As agricultural products were distributed from the Santa Clara Valley to the Central Valley and other regions, more storage facilities were needed to store produce for longer periods of time.¹¹ The innovative streamlining and efficient processes of the canning industries eventually gave way to new landscapes and enterprises in the Santa Clara Valley.



Figure 2.3 Mariani Water Tower

Between the 1960's and 1980's, orchards and farms were rapidly replaced by other businesses, warehouses, and new housing developments. The Del Monte Plant #3 was the last of the canneries to operate in San José, closing in December 1999.¹² Similarly, in 2004 the site of the former Mariani Packing Plant that straddled the border between Japantown and Northside, was converted into a residential project, consisting of 45 lofts and 114 row townhouses. As a way of paying homage to the site's storied past and historic character,

9. Ibid.

10. History San José, "Cannery Life Through the Years," History San José website, 2011, accessed December 9, 2016, <http://onlineexhibits.historysanjose.org/cannerylife/>.

11. History San José, "Cannery Life Through the Years," History San José website, 2011, accessed December 9, 2016, <http://onlineexhibits.historysanjose.org/cannerylife/>.

12. Ibid.

the Mariani Water Tower (Figure 2.3) and the brick warehousing building (which now hosts the 45 lofts), were preserved. Additionally, brick was incorporated into the townhouse exterior design to reflect the historic setting.¹³

2.3 GARDEN CITY POTTERY

The Garden City Pottery Company, once located at 560 North Sixth Street (Figure 2.4), was founded in 1902. During its early years, the



Figure 2.4: Garden City Pottery, History of San José.¹⁵

company produced various ceramics and dinnerware, including stoneware crockery and red earthen flowerpots.

Materials used to make the pottery were gathered locally; clay from Coyote Creek was mixed with other elements to create flowerpots and other wares. By the 1920's, Garden City Pottery was the largest pottery company in Northern California and its items were sold at yard sales to wholesale growers in San José, San Francisco and Oakland. During the Great Depression of the 1930's, the real estate market collapsed and demand for ceramics decreased.¹⁴

The success of Southern California potteries and their colored dinnerware products created competition for Garden City Pottery. They hired Royal Arden Hickman to design new, colored dinnerware and decorative vases for the company and Paul Larkin from Pacific Potter in Southern California was brought to create a series of colored glazed (yellow, green, blue, orange, cobalt, turquoise, black and white) products.¹⁶ These new products were a success and sold throughout the western states and Hawaii, Chicago and New York, and distributed nationally to retailers such as Macy's and Montgomery Ward.¹⁷

Post WWII, Garden City Pottery faced economic pressures and diminishing profits. However, the company once again re-established itself and added new colors to its line: burgundy, forest green, pastel yellow, pink and grey. During the 1960's, Garden City Pottery was the largest supplier of garden pots in California, creating products

13. Silicon Valley Lofts & Condos, "Mariani Square," Lofts and Condos website, accessed December 9, 2016, <http://www.siliconvalleylofts.com/silicon-valley-san-José/japantown-san-José/mariani-square-lofts>.
14. Northside Neighborhood Association, "Garden City Pottery Plant," NNA website, 2016, accessed December 9, 2016, http://www.northside-sj.org/html/neighborhood/landmarks/lost-garden_city.html.
15. History San José, "History San José Online Catalog," History San José website, 2011, accessed December 9, 2016, <http://historysanJosé.pastperfectonline.com/>.
16. Northside Neighborhood Association, "Garden City Pottery Plant," NNA website, 2016, accessed December 9, 2016, http://www.northside-sj.org/html/neighborhood/landmarks/lost-garden_city.html.
17. Ibid.
18. Ibid.

for the wholesale nursery industry.¹⁸ Yet by the 1970's, increased competition from other companies made it impossible for the company to survive. It ceased production in 1979, but continued to be a wholesale distributor for other companies until its closing in 1987.¹⁹

2.4 HISTORY OF 13TH STREET

The 13th Street commercial corridor and business district is an important asset to the community. Once part of the old highway to Oakland and home to historic Luna Park, it has evolved into Northside's commercial business area.

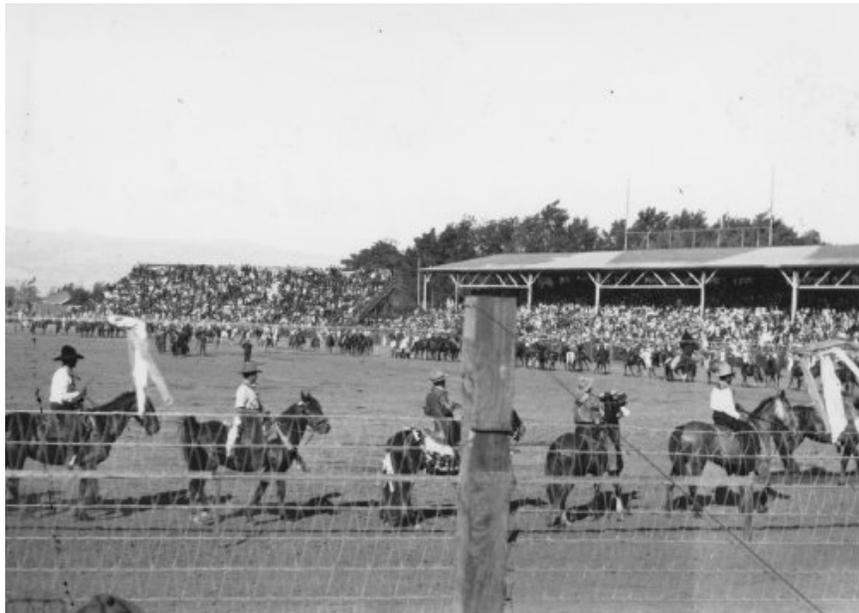


Figure 2.5 : Luna Park Baseball Field during round-up days 1913-1923, History San José.²²

Built by Audley Ingersoll, Luna Park was the brainchild of Lewis E. Hanchett.²⁰ The San José Prune Pickers, a minor league baseball team, began playing at Luna Park in 1907.²¹ At the time, the Prune Pickers were the first professional baseball team in the Bay Area (Figure 2.5). In 1910 an amusement park was added between the ballpark and what is now Old Oakland Road. Additionally, Luna Park was served by San José's streetcar company and visitors can still view a section of the Trolley Barn at the History San José Museum.

Today, the main commercial corridor is bound by Jackson and East Hedding Streets. In the 1990s, it was rezoned from light industrial to commercial/residential. Long time residents report that there has always been a disproportionate number of auto body and auto parts stores along North 13th Street.

In an attempt to reduce crime and blight on North 13th Street, in 1996, the Northside Neighborhood Association (NNA), along with Our City Forest, planted trees along North 13th Street and eliminated excess payphones. In 2002, the San José City Council adopted the Thirteenth Street Neighborhood Improvement Plan as part of the Strong Neighborhoods Initiative. Since then, several neighborhood-serving businesses have opened, complementing the older staples in the neighborhood such as Rollo's Donuts, Giovanni's Pizza, and Chiaramonte's Market.

Chiaramonte's Market (Figure 2.6) has been on North 13th Street for over 100 years. Salvatore Chiaramonte immigrated with his family from Trabia, Italy to San José in 1904. His family opened Chiaramonte's Market in 1908. Lou Chiaramonte continues to

19. Ibid.

20. Ibid.

21. Northside Neighborhood Association, "Lost Landmarks: Luna Park," NNA website, 2016, accessed December 9, 2016, http://www.northside-sj.org/html/neighborhood/landmarks/lost-luna_park.html.

22. History San José, "History San José Online Catalog," History San José website, 2011, accessed December 9, 2016, <http://historysanjose.pastperfectonline.com/>.

make the same Italian sausage that his great-grandfather started making in 1915 (Marrazzo, 2007, 80).

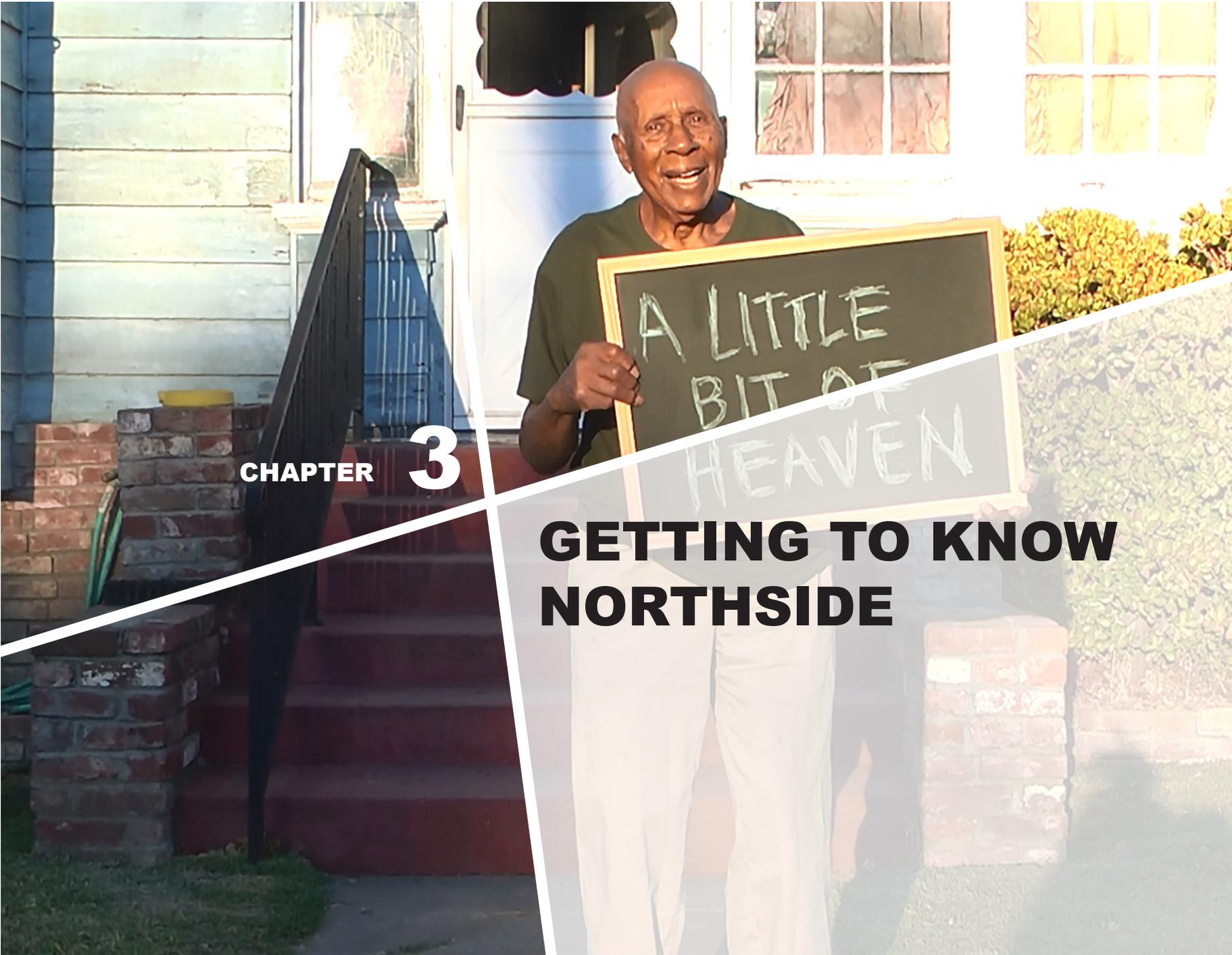
The Luna Park Business Association, named for the historic amusement park, was established in 2004 and has worked with the San Jose Redevelopment Agency to install streetlights, landscaping, and to renovate storefronts along North 13th Street. Additionally the business association holds yearly events for community members and business owners and partners with the Northside Neighborhood Association to host National Night Out in Backesto Park.²⁴



Figure 2.6: Chiaramonte's Market in 1931.²³

23. Frederick Mazzarro, *Italians in the Santa Clara Valley* (CA: Arcadia Publishing, 2007).

24. "About Us." North 13 Luna Park District. N.p., 25 Sept. 2014. Web. 25 July 2017.



CHAPTER 3

GETTING TO KNOW NORTHSIDE

This chapter explores many important topics that tell the story of the Northside neighborhood. This story is uncovered by examining the community's demographics and social assets, and by exploring what the concept of "quality of life" means to its residents.

3.1 THE PEOPLE OF NORTHSIDE

Northside's roots are very much tied to the agricultural past of the Santa Clara Valley, as well as the community's history as a strong employment base for the canning industry. Bob Ellington, a 93-year old resident, recalls working in the orchards during his time at San José High School and SJSU. "When school was out, the neighborhood boys would either work in the orchards or down at the local canneries. I enjoyed working in the orchards because they paid you by the bag, and I could fill those bags really fast."²⁵ Northside's local library is named after Joyce Ellington, Mr. Ellington's wife. She was a founding member of the Northside Neighborhood Association. While the orchards have since been paved over for urban development and the canneries are long closed, some of the original cannery-related buildings have been preserved.

Northside's roots are very much tied to the agricultural past of the Santa Clara Valley, as well as the community's history as a strong employment base for the canning industry.

As noted in Chapter 2, Northside was a predominantly Italian community at the turn of the twentieth century. This Italian influence can still be seen throughout the neighborhood, from the bocce ball courts at Backesto Park to Chiaramonte's Market, and Holy Cross Church. Today, the area is comprised of a diverse population, including substantial Latino and Vietnamese communities. Popular local businesses and restaurants such as Swaad Indian Cuisine, Casa Vicky, Guadalajara Market, Rollo's Donuts, and Cesar's Flowers also contribute to the neighborhood's diversity.

3.2 DEMOGRAPHICS

To comprehensively assess a neighborhood, it is important to provide context through an investigation of its demographic characteristics. Key indicators include:

1. Population by race/ethnicity
2. Median household income (overall)
3. Median household income (categorized by annual salary)

4. Percentage of renters and homeowners
5. Educational attainment
6. Property crime index
7. Population/age
8. Time lived in the neighborhood
9. Household size/family structure
10. Perception of safety based on location and time

	Not of hispanic origin	Of hispanic origin	Total
White/Caucasian	2,596	4,340	6,936
Black/African American	235	17	252
Asian	2,346	96	2,442
American Indian/Alaska Native	26	27	53
Some Other Race	7	5,301	5,308
Two or More Races	470	126	596
Overall	5,680	9,907	15,587

Table 3.1: Population in Northside by Race/Ethnicity
Source: US Census Bureau American Community Survey
(2015) 5-year estimates

Population by Race and Ethnicity

Table 3.1 and 3.2 shows the population in Northside by race and ethnicity. Northside is comprised of 15,587 residents with a high number of people identifying as being of Hispanic origin. It is important to note that the U.S. Census Bureau categorizes Hispanic origin as an ethnicity, not a race. Persons of Hispanic origin may be of any race.

Not of Hispanic Origin and...	
White/Caucasian	16.7%
Black/African American	1.5%
Asian	15.1%
American Indian/Alaska Native	0.2%
Some Other Race	0.04%
Two or More Races	3.0%
Hispanic Origin [of any race]	63.6%

Table 3.2: Simplified Population in Northside by Race/Ethnicity
Source: US Census Bureau American Community Survey
(2015) 5-year estimates

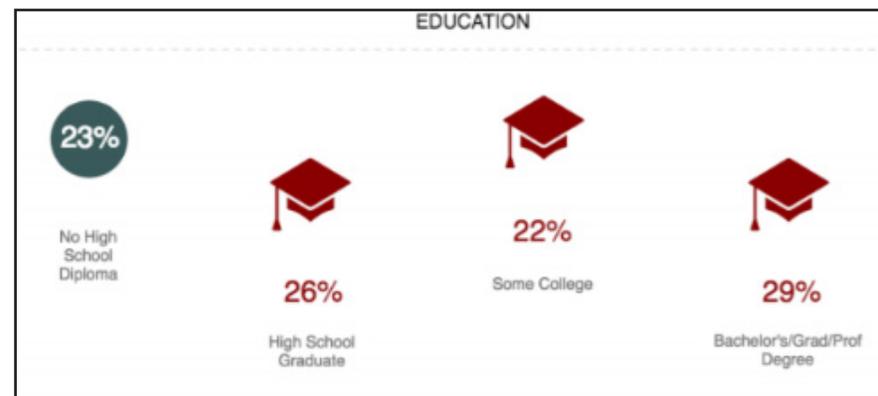


Figure 3.1: Educational Attainment in Northside

Educational Attainment

Figure 3.1 shows educational attainment in Northside. Almost a third of Northside residents hold at least a bachelor's degree, indicating a well-educated population. In San José as a whole, approximately 38 percent of the population has a bachelor's degree or higher.

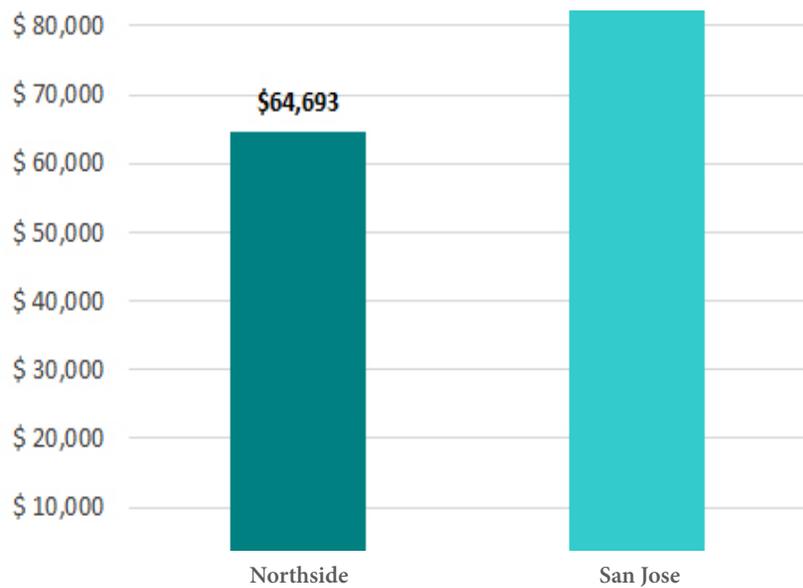


Figure 3.2: Median Household Income. Source: CommUniverCity Neighborhood Survey (Northside)US Census American Community Survey [2014, 1-Year Estimate] (San Jose)

Income and Economic Characteristics

Figures 3.2 and 3.3 show economic characteristics of Northside and San José. Overall, households in Northside earn about \$20,000 less than the median income for San José households as a whole. Further, more than half (55 percent) of households in Northside earn less than \$75,000 and the highest percentage of households fall in the \$50,000-\$74,999 range. The opposite is true for the rest of San José, where 55 percent of households earn more than \$75,000, with the highest percentage of households falling in the range of \$100,000-\$149,999. These numbers indicate that Northside, when compared to the city at large, is a lower-income area of San José.

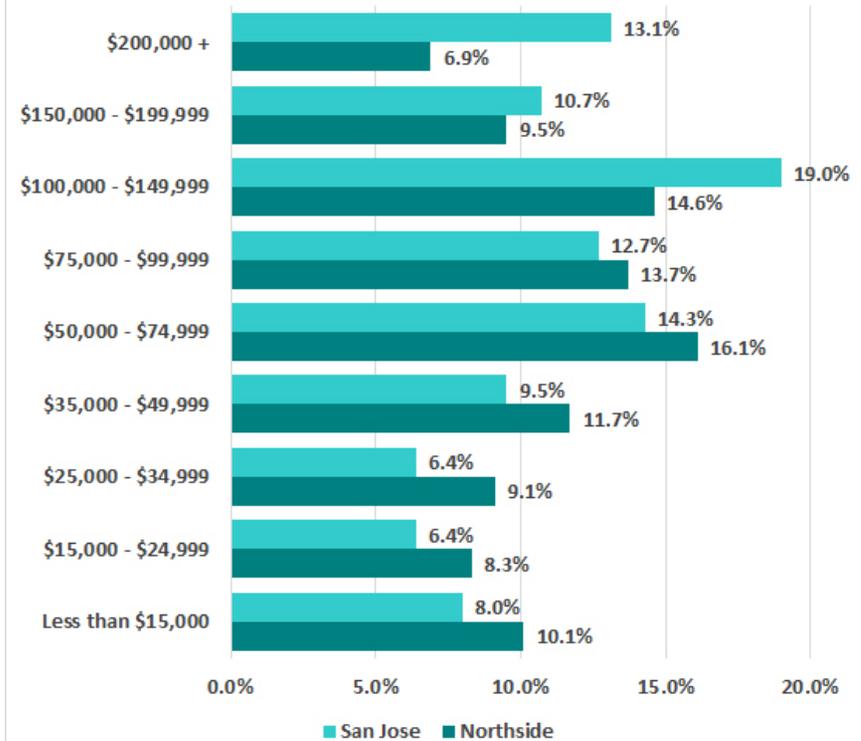


Figure 3.3: San Jose and Northside Household Income. Source: ESRI Community Analyst

Population by Age

Although Northside is located near San José State University, college-aged residents comprise a relatively small portion of the neighborhood (Figure 3.4). Residents aged 18-24 account for only 11.3 percent of the community. Residents between the ages of 25 and 44 account for 48.9 percent of the community, while residents 45 and older account for 39.8 percent of the population.

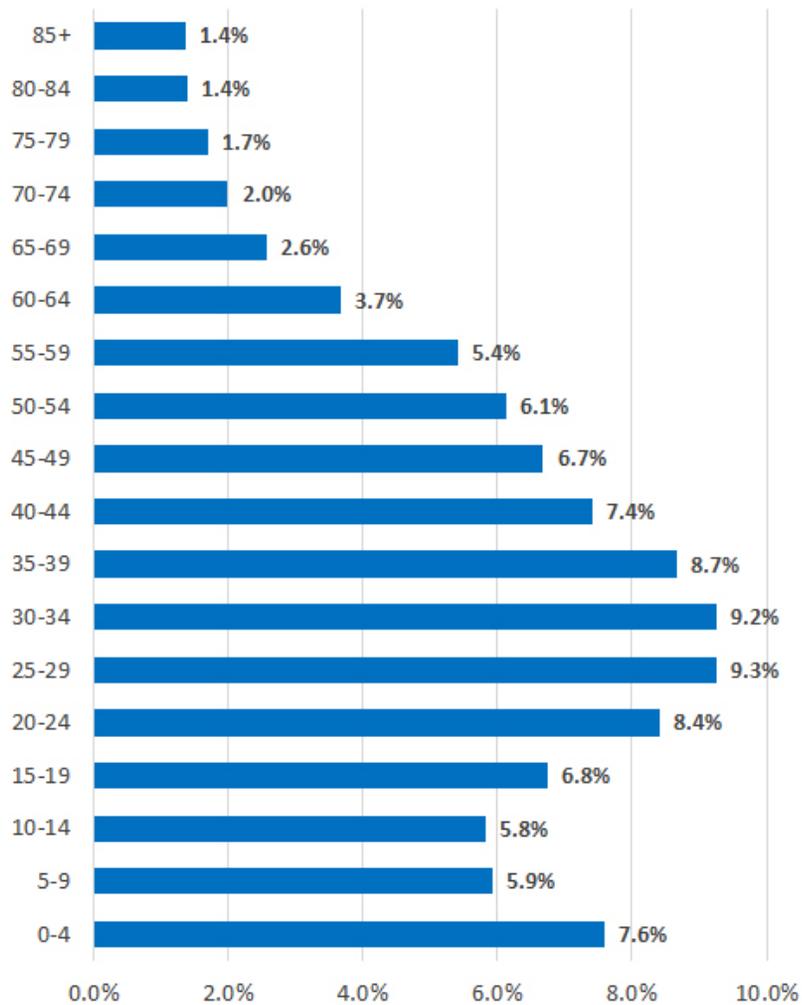


Figure 3.4: Population by Age in Northside
Source: ESRI Community Analyst, US Census (2010)

Time Lived in Northside

Time lived in Northside is another important aspect to understand as it can give an idea of how invested residents are in the neighborhood. The results from the door-to-door survey conducted by San José State students and CommUniverCity indicate that 40 percent of the community have lived there fewer than five years, 29.4 percent have lived there between five and 15 years, and 30.6 percent have lived there more than 15 years.

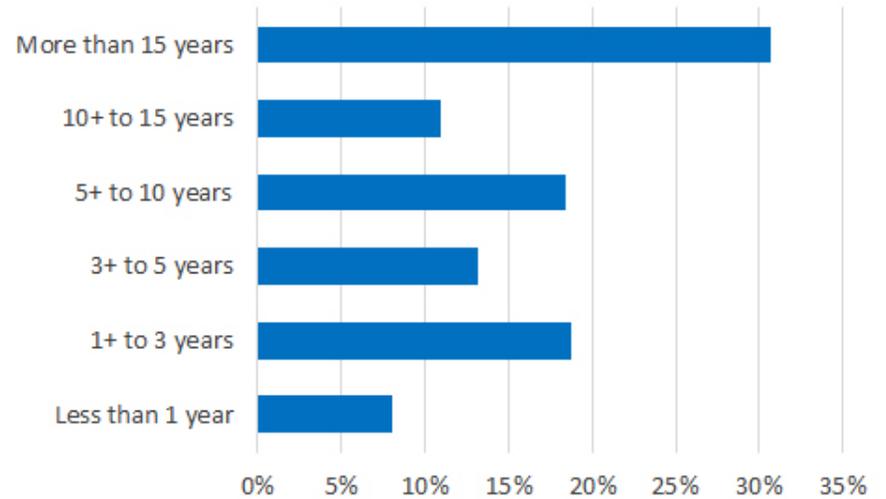


Figure 3.5: Time Lived in Northside
Source: CommUniverCity Neighborhood Survey (Northside)

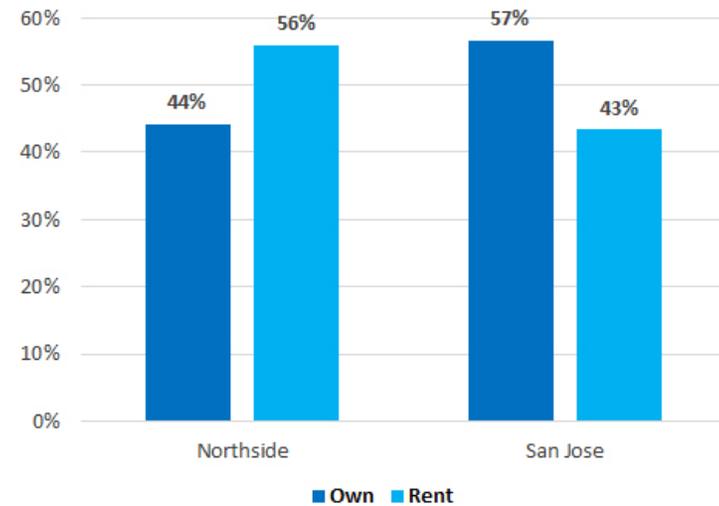


Figure 3.6: Renting/Owning of Housing Units. Source: CommUniverCity Neighborhood Survey (Northside). US Census American Community Survey [1-year estimate] (San Jose)

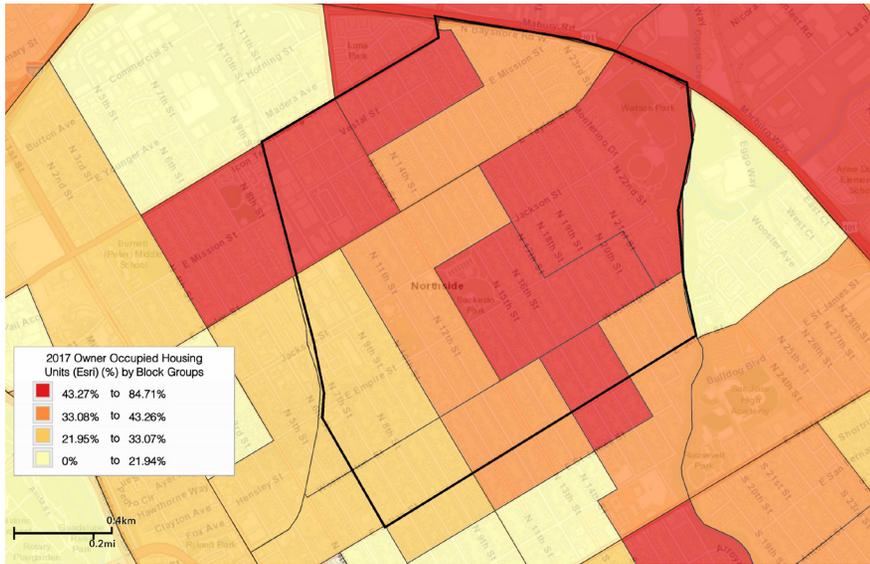


Figure 3.7: Owner Occupied Housing. Source: ESRI Community Analyst

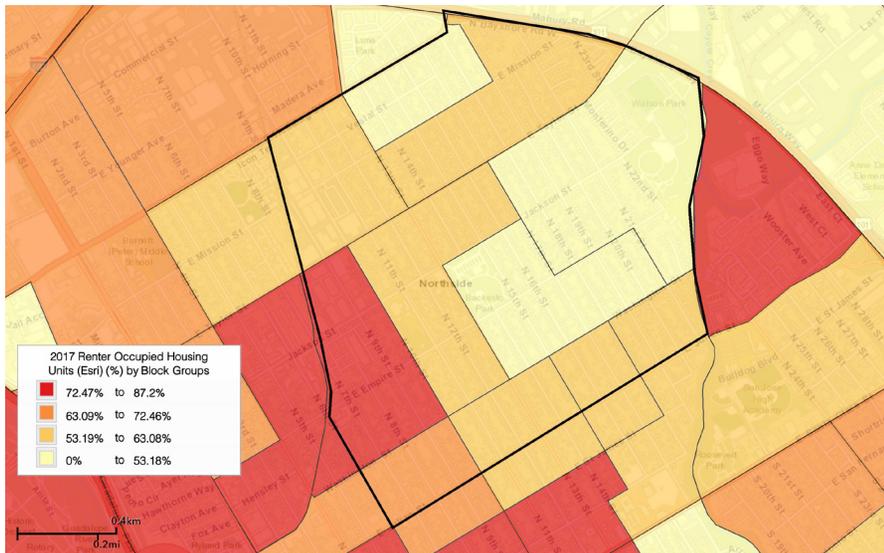


Figure 3.8: Renter Occupied Housing. Source: ESRI Community Analyst

Housing Tenure

Another statistic that provides insight to Northside's economic health is the number of renters and homeowners in the neighborhood compared with the citywide average. Figure 3.6 shows that 57 percent of housing units are owner occupied in the City of San José, compared to 44 percent in Northside. Additionally, 43 percent of homes in San José are renter occupied, while 56 percent of homes are renter occupied in Northside. The spatial distribution of homeowners and renters are shown in Figures 3.7 and 3.8 below.

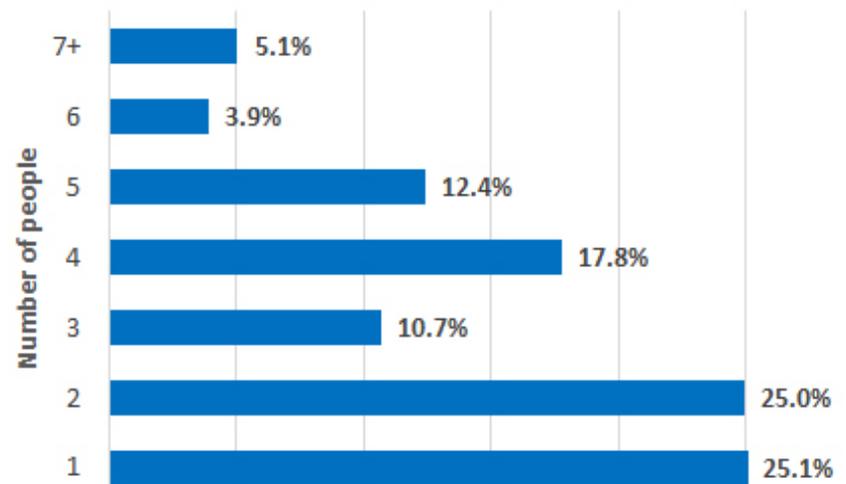


Figure 3.9: Household Size in Northside
Source: ESRI Community Analyst
US Census American Community Survey (2014, 5-year estimate)

Household Characteristics

Figure 3.9 and 3.10 highlight the household size and number of adults/children per household in Northside, respectively. These results indicate diverse family composition within Northside.

For example, 13.9 percent of households are comprised of someone living alone, 24.5 percent are two-person households, 43.6 percent of households have children, and 18.5 percent of households have four or more adults living there.

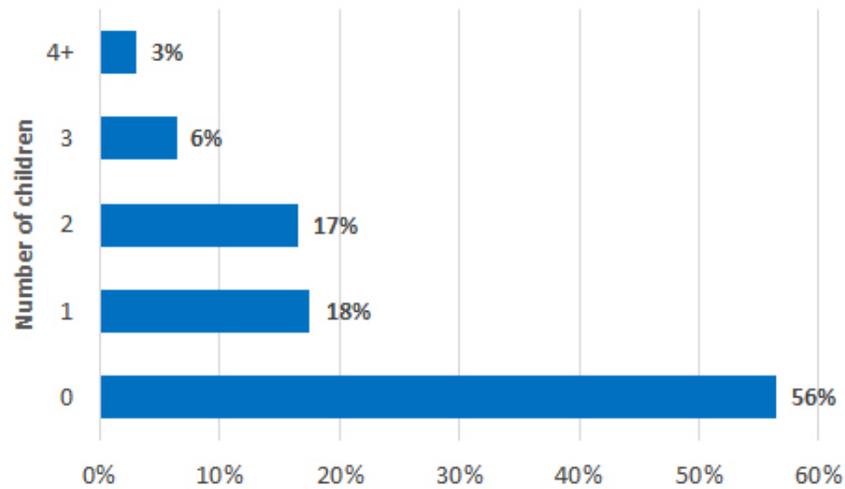


Figure 3.10: Number of Children in Northside Households
Source: CommUniverCity Neighborhood Survey (Northside)

Safety Perceptions

The final area of analysis is safety. A series of questions in the CUC survey asked respondents how safe they felt in a variety of places:

- Their homes during the day and night
- Walking in the community during the day and night
- In parks, playgrounds and other recreational areas.

For the questions regarding personal feelings of safety, respondents overwhelmingly (94.9 percent) indicated they felt “very safe” or “somewhat safe” in their homes during the day, in their homes at night (89.1 percent) and walking in the community during the daytime (95.8 percent). However, respondents were less likely to report feeling safe walking in the community at night (63 percent) or in parks, playgrounds, and other recreations areas (78.6 percent). Reports of feeling “very safe” were also significantly lower in each of these scenarios.

The residents and business owners that participated in the focus groups and interviews often mentioned crime as an important issue, but were clear to distinguish between violent crime and petty crime.

Most specified that much of the crime in the neighborhood is related to vandalism, including graffiti, car break-ins, and other petty crimes. Gary Sunseri, commercial property and business owner in Northside, pointed out that crime is spread out (throughout the city), yet drug and alcohol abuse is primarily concentrated along 13th Street. “It’s not blatant, violent crime. It’s this low-level bad stuff - a guy sitting on the corner, smoking weed, and yelling at you as you ride your bike, or people lighting a pile of garbage on fire at Backesto Park. It makes you not want to go jogging around the park...you start wanting to avoid certain areas (in the neighborhood).” Figure 3.12 provides the total crime index in Northside generated by measuring statistics for personal and property crimes.

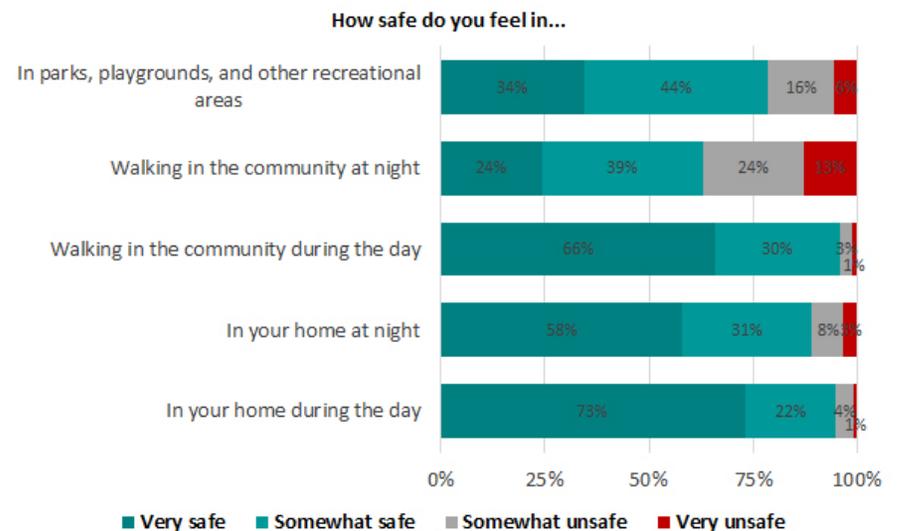


Figure 3.11: Feelings of Safety
Source: CommUniversity Neighborhood Survey (Northside)

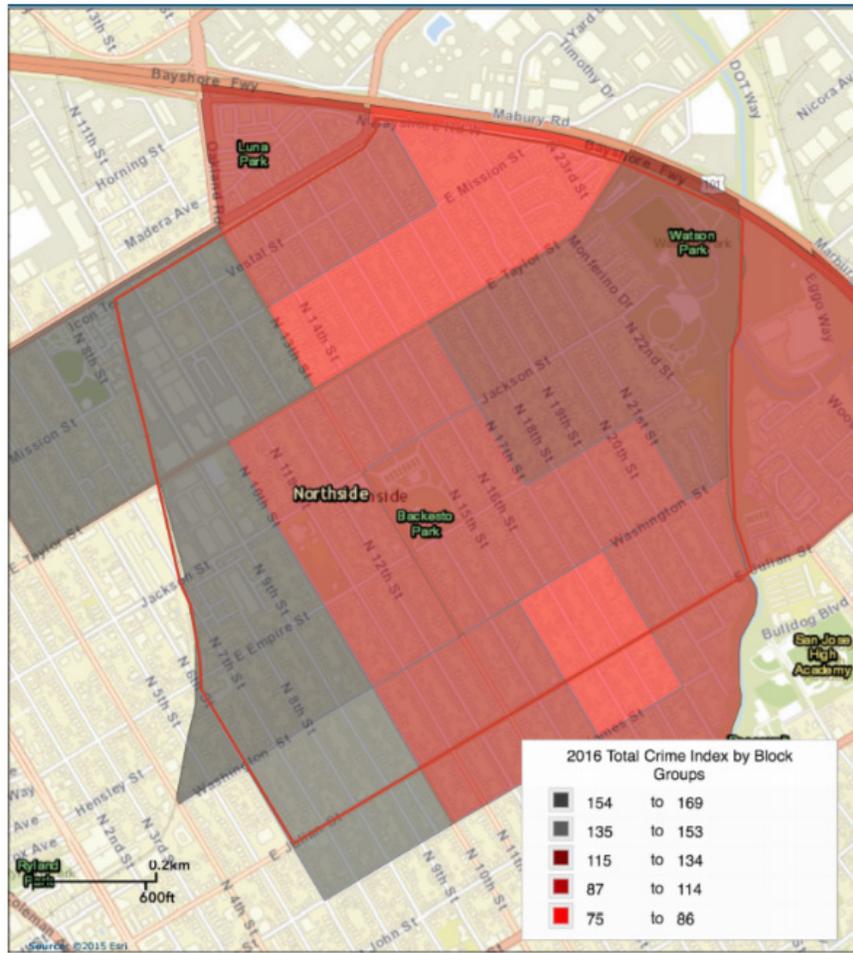


Figure 3.12: Total Crime Index in Northside. Source: ESRI Community Analyst
 A value above 100 indicates higher than average crime, while a value below 100 is lower than average crime

3.3 QUALITY OF LIFE

While the phrase “quality of life” can mean different things to different people, the residents of Northside are clear about the things they believe will enhance their community. Surveys conducted in Fall 2016 and at the Spring 2017 open house provided an opportunity for residents to express how involved they were with their neighborhood

and their overall sense of satisfaction with Northside. The input received from those two outreach events can help neighborhood leaders and CommUniverCity identify urban planning projects that best reflect the community’s desires.

In Fall of 2016, San José State students spent an afternoon delivering a survey to Northside residents on various topics. Eighteen questions focused on community engagement, and the responses provided students with an idea of how connected people in the neighborhood felt to each other. The survey found that most residents did not participate in groups or activities that could enhance the community. Of those that indicated they would be interested in engaging more with the Northside community, independent activities which did not require joining a group and had a limited time commitment were preferred. Examples of these types of activities include volunteering to help others, supporting local businesses, and taking personal actions to improve the community. Social media sites like NextDoor

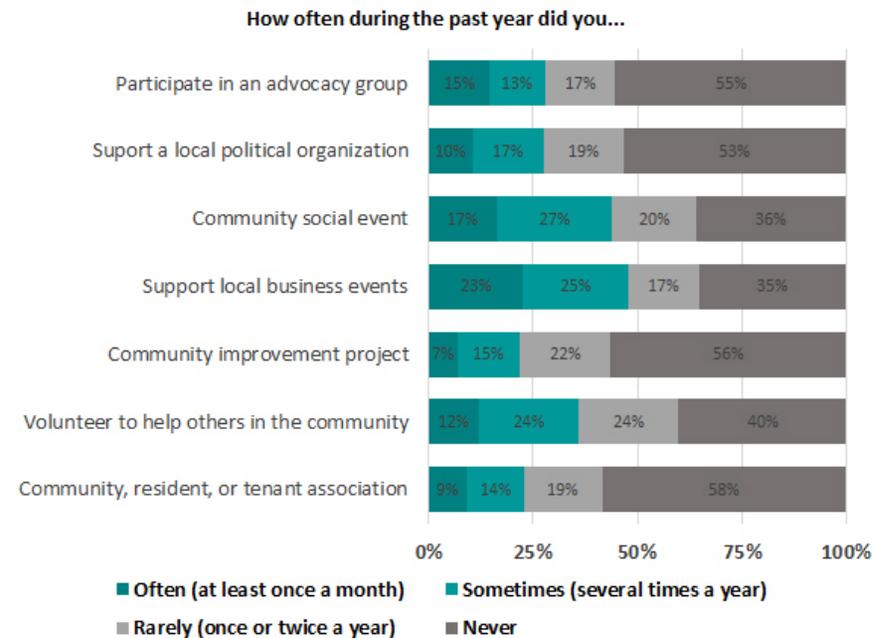


Figure 3.13: How often during the past year did you participate in x?
 Source: CUC Report April 2016

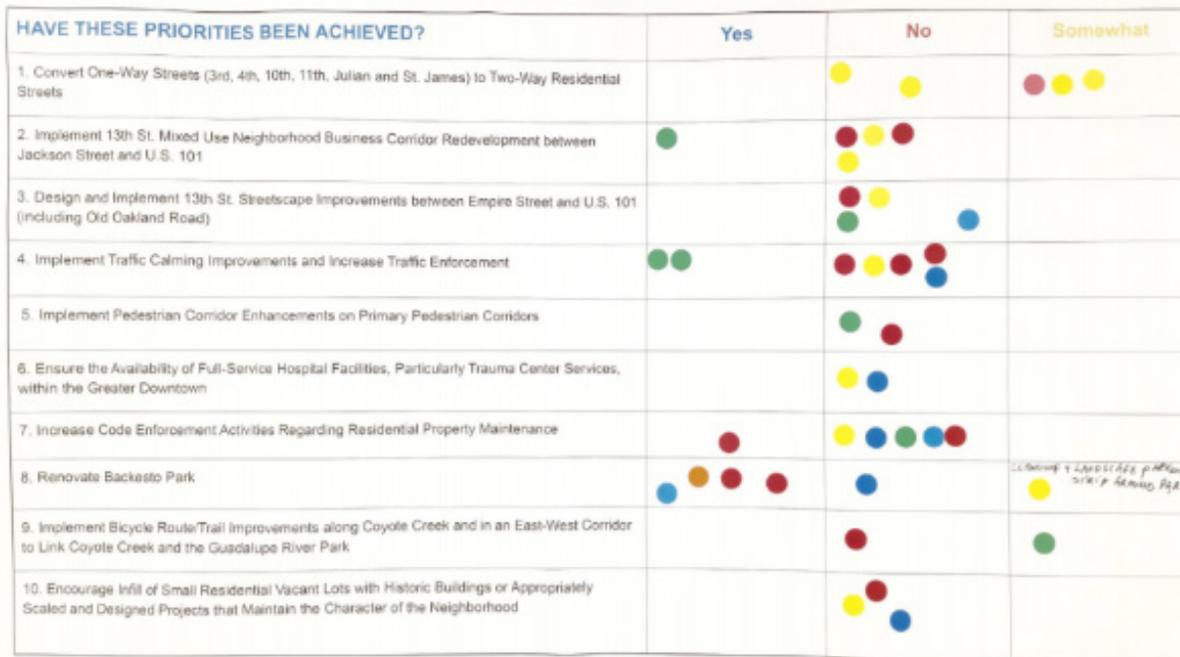
saw the highest rates of participation from respondents and may help provide opportunities to transition from online to in person engagement.

During the Fall 2016 open house, residents were encouraged to freely fill in the quote bubbles on the “What are people saying about Northside?” poster with whatever came to mind. Many entries fell into the categories of : positive feelings, things they considered to be assets, what they did not like about Northside, what people wanted to see changed in their community, and aspects of Northside they cherished. In general, most people made comments that were very positive and supportive of their neighborhood. Overall, respondents indicated they had a feeling of pride for the community and a

belief that positive change was happening. A list of the more notable comments include:

- The gateway to City Hall!
- Loved playing in Backesto Park as a kid.
- Diverse, families, parks!
- More Japanese restaurants and Hispanic and ethnic stores.
- Proud to be a Northsider - a group of visionaries!
- Born and raised here since 1956. Great people, longtime residents and a good place to live.
- 16th Street between Jackson and Taylor is the best!
- The neighborhood is up and coming, lots of change in the past few years.
- Need to clean up by the 101 off-ramp and from 13th Street to Julian.

13TH St. Neighborhood Improvement Plan: 2002 Strong Neighborhoods Initiative



In the 2002 Neighborhood Improvement Plan (NIP), the “top ten priority actions” for Northside were identified by residents. This was the first step in a two-part process of the Strong Neighborhoods Initiative (SNI). The SNI was a collaboration between the city of San José, residents, business owners, and the Redevelopment Agency to help neighborhoods identify their top priorities to revitalize and strengthen their communities. Neighborhood Advisory Committees (NACs) were formed to represent the neighborhoods and actively participate in identifying and achieving the goals and priorities in their respective neighborhoods. The SNI program was ended in 2012 when Governor Jerry Brown dissolved the state’s redevelopment agencies.

Figure 3.14: Top Ten Priority Actions. Source: 2017 Open House

The “top ten priority actions” identified in the 2002 NIP were listed on a poster and residents were asked to mark one of three designations: 1) the priority had been achieved, 2) no progress had been made or, 3) some progress had been made (see Figure 3.14). Participant responses indicated that the majority of the 2002 priority actions had not been accomplished.

A second poster at the open house asked, “What are your priorities today?” This poster listed some potential priorities and gave the residents an opportunity to write in their own. (see Figure 3.15). The purpose of these posters was to get a sense of how priorities have shifted and to capture any new goals for the neighborhood. A summary of participant priorities included:

- Make 13th Street auto body shops accountable for parking and abandoning “wrecked cars” left all over our residential neighborhood!
- Clean up Backesto Park grounds, grass, picnic area.
- Need a major grocery store.
- More lighting on 13th St from Empire to Santa Clara streets!
- It’s dark and dangerous!

Most of the residents strongly supported the creation of a new list of community action ideas for 2017. One of the top priorities that residents identified during the Fall 2016 Open House was to see improvements made at Backesto Park. “We all, collectively, would love to have the park area repainted, because it is a little bit outdated”.

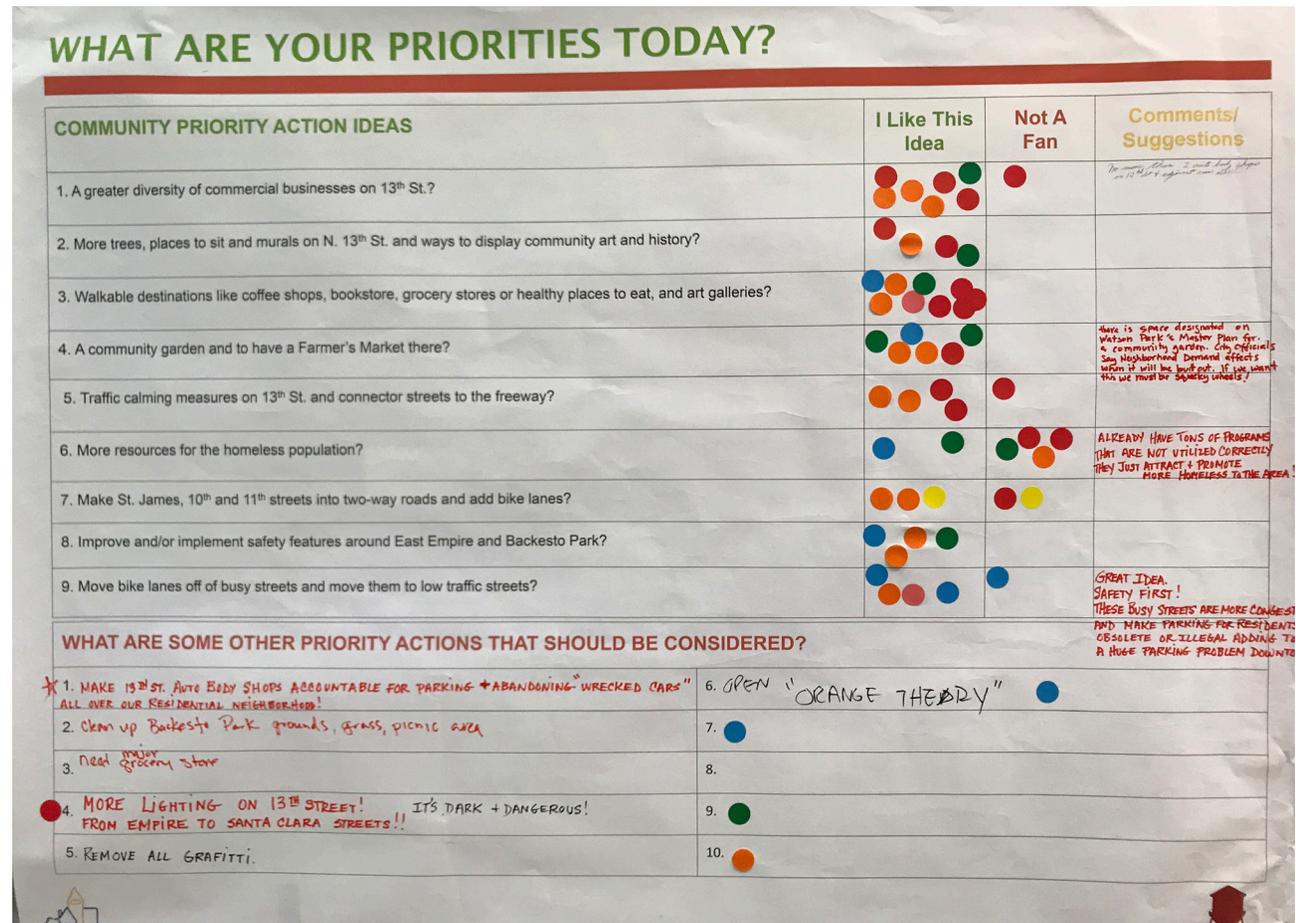


Figure 3.15: What are your priorities today?
Source: 2017 Open House

3.4 SOCIAL ASSETS

Two prominent social assets present in Northside are the Northside Neighborhood Association, which has been active longer than any other Neighborhood Association in San Jose, and the Luna Park Business Association. These two longstanding institutions represent a strong local force for self agency in Northside.

The Northside Neighborhood Association (NNA), formed in 1965, is the oldest neighborhood association in the City of San José. The NNA's founders and original board of directors included Florence Mentzer, Sheldon and Eufemia Nutter, Joyce Ellington, and Norm Mineta, a future San José councilmember, mayor, congressman, and presidential cabinet member. Membership in the NNA has always been free for all residents. Through tireless campaigning and determination over the past fifty years, the NNA has successfully worked with City Hall to improve the Northside neighborhood. For example, the NNA has called for the installation of new street lights throughout the neighborhood, new foliage in Watson Park, a separate dog park in Watson Park, as well as a skate park, new playgrounds, a volunteer garden, and lastly, the opening and renaming the Joyce Ellington Library.

The Luna Park Business Association includes the commercial, retail, and light industrial businesses that make up North 13th Street. The district is bounded by Jackson Street and East Hedding Street and serves as a main connector between Highway 101 and Downtown San José (Figure 3.16). The Luna Park Business Association is named for the now-defunct amusement park that once stretched from North 13th Street past North 17th Street, between Oakland Road and Berryessa Road.²⁶

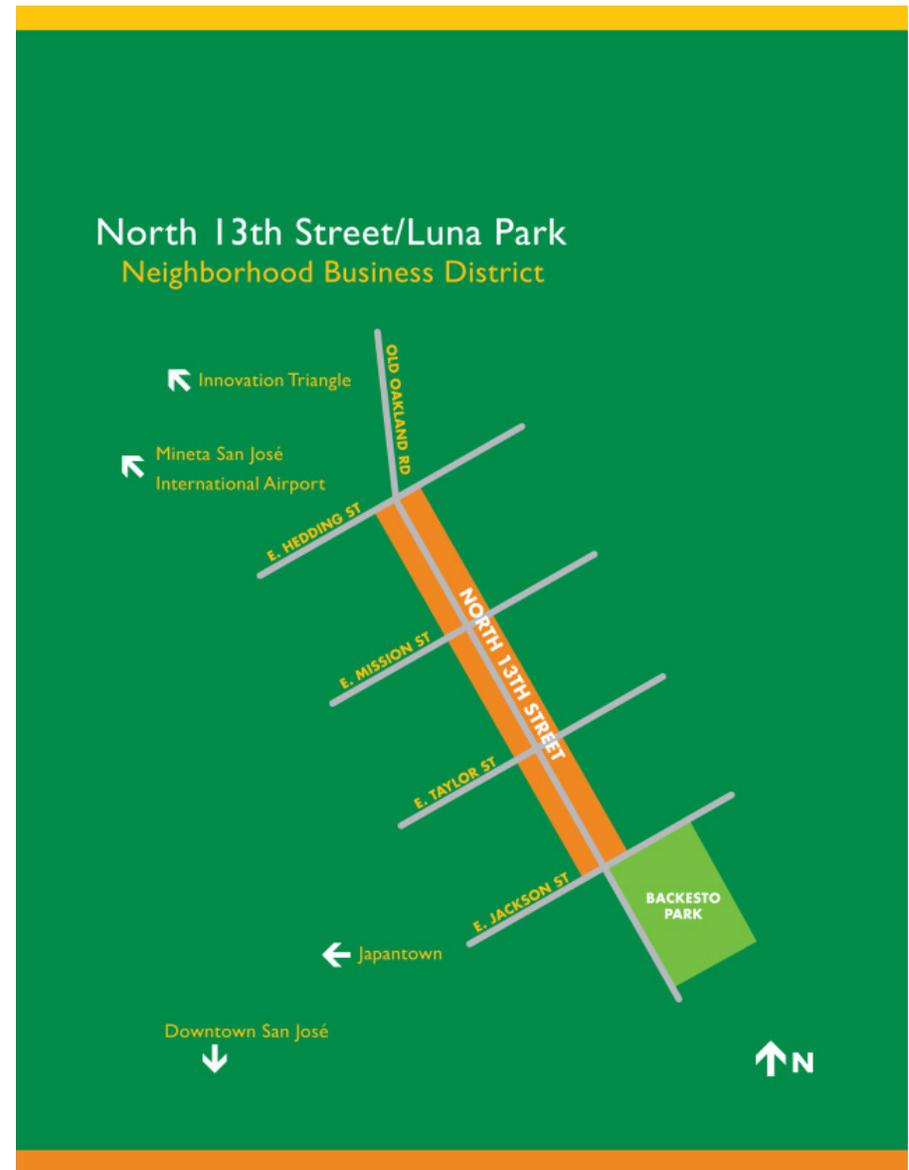


Figure 3.16 North 13th Street/Luna Park District Map.²⁷

26 San José Public Library, "Question Week: Rediscovering Luna Park San José," The San José Public Library Blog, accessed December 9, 2016, <http://www.sjpl.org/blog/question-week-rediscovering-luna-park-san-josé>.

27 North 13th Street Luna Park Business Association, "Map," North 13th Luna Park Business Association website, September 24, 2014, accessed December 9, 2016, <https://north13lunaparkdistrict.org/2014/09/24/map/>.

Northside's public parks are another important social asset for the community. Foremost is Backesto Park, named after John Pierre Backesto, a nineteenth century physician, whose wife donated \$30,000 to the City of San José to fund the development of the park.²⁸ Located at the center of the Northside neighborhood, Backesto Park was founded in 1922. Prior to that year, as Anthony Jangrus, longtime Northside resident, noted, "there was a barbed wire fence around it and they put cattle in there."²⁹ Many children would sneak in and play hide-and-seek in the grass, including Jangrus. He also fondly remembered "a casting pool in the park where fishermen would practice their technique."³⁰

Out of the three parks within the neighborhood, Backesto Park is considered the "heart of Northside." It is centrally located within the neighborhood and represents an important part of the identity of Northside. It features a variety of facilities



Figure 3.18: Backesto Park Community Center



Figure 3.17 Backesto Park



Figure 3.19: Chalk Art Festival

28 Northside Neighborhood Association, "Tony Jangrus: Avid Sportsman 'Hooked' by Childhood Crush," Northside: Newsletter of the Northside Neighborhood Association, 2004, accessed December 9, 2016, http://www.northside-sj.org/pdf/Northside_Spring_2004.pdf.

29 Ibid.

30 Ibid.



Figure 3.20: Backesto Park Fountain

including tennis courts, bocce ball courts, basketball courts, a baseball diamond, picnic facilities and a small playground. The park is home to important community events such as the annual Luna Park Chalk Art Festival and NNA Flea Market, which bring together hundreds of people. Residents mentioned that Backesto is a popular place to hold birthday parties and other informal community events, and cited it as one of the most popular spots for recreational activities such as sports teams, jogging groups and dog walking.

Located at the eastern edge of the Northside neighborhood, along Coyote Creek, is the neighborhood’s largest park, Watson Park. Built in 1966 on undeveloped land, the NNA and volunteers landscaped the park by planting different varieties of trees.³¹ Watson Park recently obtained a new playground and an artificial turf field. Unfortunately the field is currently closed due to recent flooding. It also features basketball courts, an enclosed dog park, and children’s play area. Bounded by Highway 101 to the North and Coyote Creek to the East, Watson Park appears to be underutilized compared to Backesto, since it is less centrally located.

The Northside community is home to two garden projects that help beautify the neighborhood while also creating opportunities for social interaction. One of these is the Northside Volunteer Garden. In October 1997 the NNA obtained approval from the City of San José to turn a blighted and underutilized lot into a community garden (Figure 3.22).³²



Figure 3.21: Watson Park

31 Northside Neighborhood Association, “Parks: Watson Park”, NNA website, 2016, accessed December 9, 2016, <http://www.northside-sj.org/html/neighborhood/parks/watson.html>.

32 Northside Neighborhood Association, “Projects: Northside Volunteer Garden,” NNA website, 2016, accessed December 9, 2016, http://www.northside-sj.org/html/projects/proj_18th_st_garden.html.

The project gained support from many community members and the space was quickly transformed into an award-winning garden.

The Northside Parkstrip Project, started by NNA in 2001, also seeks to improve the look and feel of the neighborhood.³⁵ The aim of the project is to reduce blight and add a sense of consistency throughout the neighborhood through the landscaping of parkstrips, the strip of land between the curb and the sidewalk (Figure 3.23 and 3.24). Since the project's inauguration, 48 parkstrips on more than half a dozen blocks have been landscaped. The addition of trees to the parkstrips provides solar protection, improves the aesthetics of the neighborhood, and adds value to the homes of Northside.³⁶



Figure 3.23 Northside Volunteer Garden After³⁴



Figure 3.22: Northside Volunteer Garden Before³³



Figure 3.24: Parkstrips in Northside³⁷

33 Northside Neighborhood Association, "Projects: Northside Volunteer Garden," NNA website, 2016, accessed December 9, 2016, http://www.northside-sj.org/html/projects/proj_18th_st_garden.html.

34 Ibid.

35 Northside Neighborhood Association, "Projects: Northside's Parkstrip Garden Project," NNA website, 2016, accessed December 9, 2016, http://www.northside-sj.org/html/projects/proj_parkstrip.html.

36 Northside Neighborhood Association, "Projects: Northside's Parkstrip Garden Project," NNA website, 2016, accessed December 9, 2016, http://www.northside-sj.org/html/projects/proj_parkstrip.html.

37 Ibid.



CHAPTER 4

LAND USE

Although the neighborhood is primarily low density residential it also includes a commercial corridor with a variety of retail, restaurant, and auto establishments.

This chapter discusses the types of land use found in Northside. Although the neighborhood is primarily low density residential it also includes a commercial corridor with a variety of retail, restaurant, and auto establishments. Section 4.4 looks at the building conditions throughout the neighborhood as well as the various architectural styles, which serve as a reminder of Northside's long history.

4.1 GENERAL PLAN AND ZONING

The city council adopted the Envision San José 2040 General Plan in November, 2011. The general plan is the city's long-term blueprint for growth. While the general plan map visualizes proposed land uses, the city's zoning map shows the land uses that are currently permitted. In other words, the zoning map represents the present, whereas the general plan map gives us a glimpse of the future.

By comparing the general plan map, the zoning map, and taking into account what we know of the neighborhood from personal observation, it is evident that changes to Northside are occurring in the northwest. For example, the zoning map classifies parcels along the western border as agricultural while the general plan map classifies these same parcels as primarily residential. In fact, new housing developments have already been built on these parcels.

Aside from the western part of the neighborhood, the general plan indicates that little will change in Northside. It is worth noting that no changes are evident in the northeast section of the neighborhood despite a new BART station set to open on nearby Berryessa Road in 2018. The majority of the neighborhood will remain residential, while 13th Street will remain a commercial strip.

4.2 LAND USE

The land use of Northside is fascinating from an urban planning perspective. The architecture and urban form in the neighborhood corresponds with different eras in history. To the south of Backesto Park are older homes from the pre-World War II era when the automobile did not play such a central role in the day to day lives of residents. This is evident in the design of homes as most have garages in the rear, and some do not have garages or driveways at all. Additionally, there are more corner stores in the pre-war areas. Corner stores provide residents an opportunity to shop without requiring them to drive.



Figure 4.1: Auto Repair Shop in Northside

Conversely, the northern section of the neighborhood dates to the post-war era, when large tracts of land were subdivided and developed en masse. The automobile was the primary mode of transportation and many houses came with two car garages located at the front of the lot. Lastly, there are Smart Growth-type

developments in the western part of the neighborhood. New Urbanist design is a modern movement that is strongly influenced by the design of pre-automobile cities. The New Urbanist developments in Northside consist mainly of townhomes that incorporate some characteristics of the neighborhood's industrial past, including a water tower at the site of a former cannery. Additionally, there are mixed-use properties located on Taylor Street between 7th and 9th Streets.

4.3 13th STREET COMMERCIAL CORRIDOR

13th Street has a general plan designation of Mixed Use Commercial (See Figure 4.6) and a zoning designation of Commercial Pedestrian (Figure 4.7). The Mixed Use Commercial general plan designation allows for both commercial and residential uses, “with an emphasis on commercial activity as the primary use and residential activity allowed in a secondary role.”³⁸ The Commercial Pedestrian zoning district encourages “pedestrian-oriented retail activity at a scale compatible with surrounding residential neighborhoods.”³⁹ Permitted



Figure 4.2: Auto Repair Shop in Northside

38 City of San José, Envision 2040, “Interconnected City,” accessed November 1, 2016. http://sociocity.com/wp-content/uploads/General_Plan_2040_San_José.pdf/.

39 City of San José, Municipal Code: Zoning Ordinance, “Commercial zoning districts,” access November 1, 2016. https://www.municode.com/library/ca/san_josé/codes/code_of_ordinances?nodeId=TIT20ZO.

commercial uses under this designation include bakeries, dry cleaners, medical offices, grocery store, bar/restaurant, etc.

Currently the North 13th Street corridor features mixed-use blocks with pedestrian-oriented retail near the corners and variety of businesses along the frontage. Commercial activities present along the corridor are small-scale and neighborhood-serving. The graduate team observed 96 parcels along 13th Street and perceived 49 percent to be commercial uses and 43 percent to be single-family residential.

The most common commercial use was restaurant, followed by auto shops and retail. That restaurants, not auto shops, were most common was somewhat surprising given feedback received about the presence of auto shops. In general, auto shops tend to be larger in size, and thus account for more street frontage, perhaps feeding the perception that they make up the majority of the businesses along 13th Street. If these auto-oriented uses were to be built today, many would require a Conditional Use Permit and the approval of City Council. However, due to the age of the neighborhood, most of these businesses have been in place for decades and have likely been operating as legal non-conforming uses, meaning they do not have to comply with the current zoning code as long as they remain in continuous operation.

Many residents have expressed the desire for the corridor to become a true “commercial corridor” and transition from a mixed-use block to a retail block, with at least 75 percent of the street frontage occupied by retail uses with facades that engage pedestrians and prevent inactive building fronts. Additionally, there are a number of vacant properties that residents would like to see put to more productive use, with a community grocery store being most often requested.

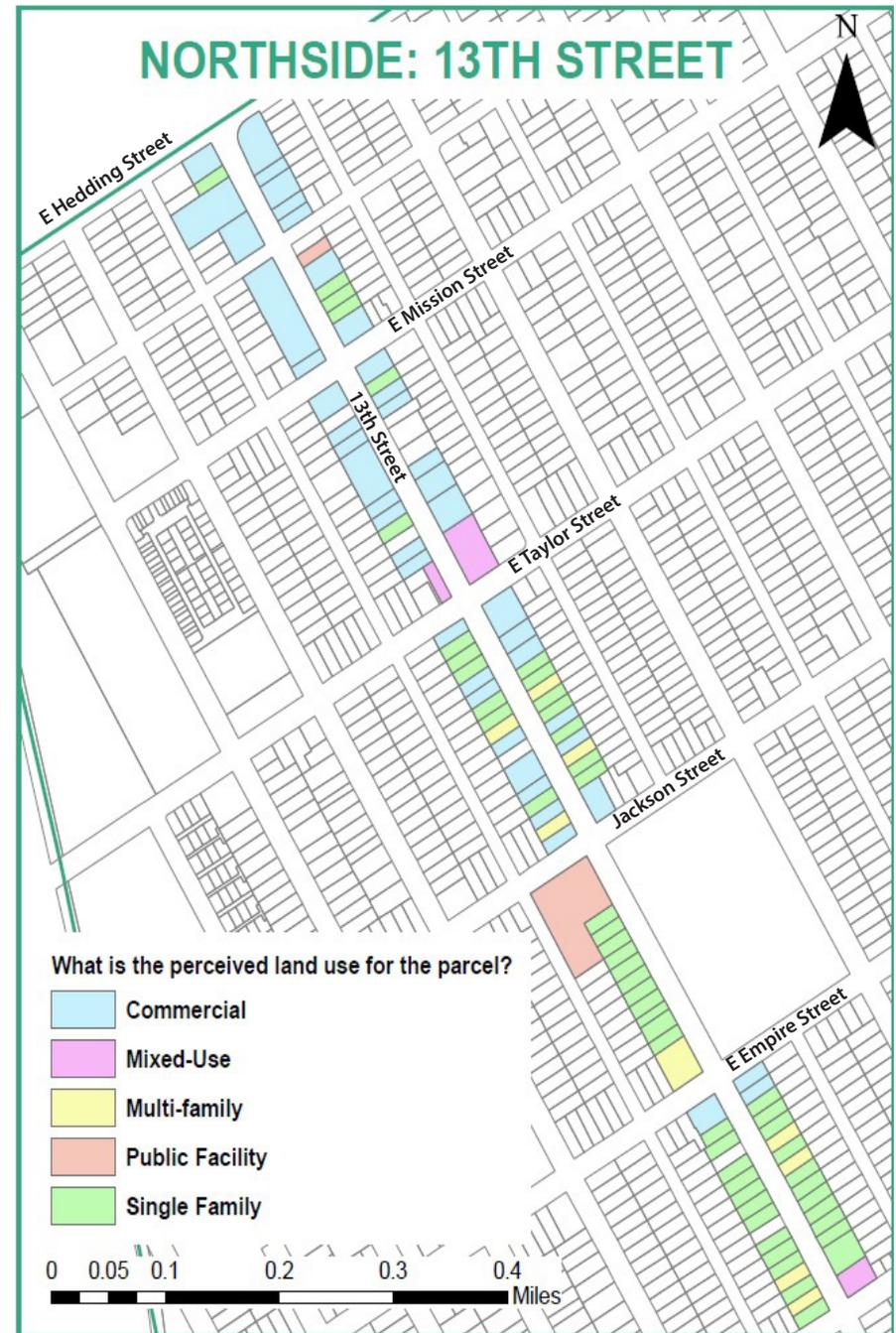


Figure 4.3: 13th Street Land Use Map

4.4 PARCEL AND BLOCK ASSESSMENT

To get an understanding of the physical conditions of the homes and businesses in Northside the Fall 2016 graduate student team assessed the structural integrity of buildings on 431 parcels and 23 blocks. Pairs of students conducted observations and entered it into the Survey 123 app, which recorded the location of observations.

Of the 23 blocks surveyed, the perceived land use was overwhelmingly single-family, with only two blocks featuring primarily multi-family housing, and one block marked as “other,” representing Backesto Park. Generally, the buildings surveyed were found to be in good condition and sound repair based on a perceived condition of roof, gutters, and windows, siding, etc. The block condition data also showed that nearly 60 percent of blocks that were primarily single-family homes were considered to be “very attractive,” while the remaining 40 percent were considered “somewhat attractive.” The results also showed that 20 percent of blocks with primarily mixed-use and single-family uses are fully tree-lined, contributing to the overall attractiveness of those blocks.

During Spring 2017 the graduate team focused on the various architectural styles found throughout Northside. For the older area, south of Empire Street, Craftsman was the predominant architectural style, having been used in 51 percent of surveyed houses. In the northeast part of the neighborhood, the primary architectural style was mid-century modern. The western part of the neighborhood also included many Craftsman homes and very few mid-century modern.

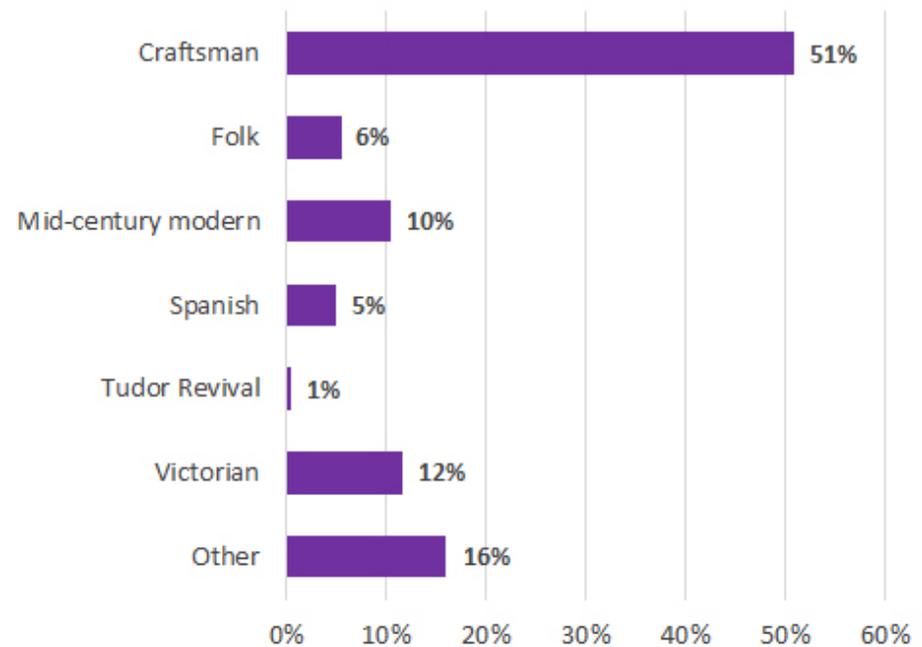


Figure 4.4: Apparent Architectural Style - South of Empire Area (n = 181)

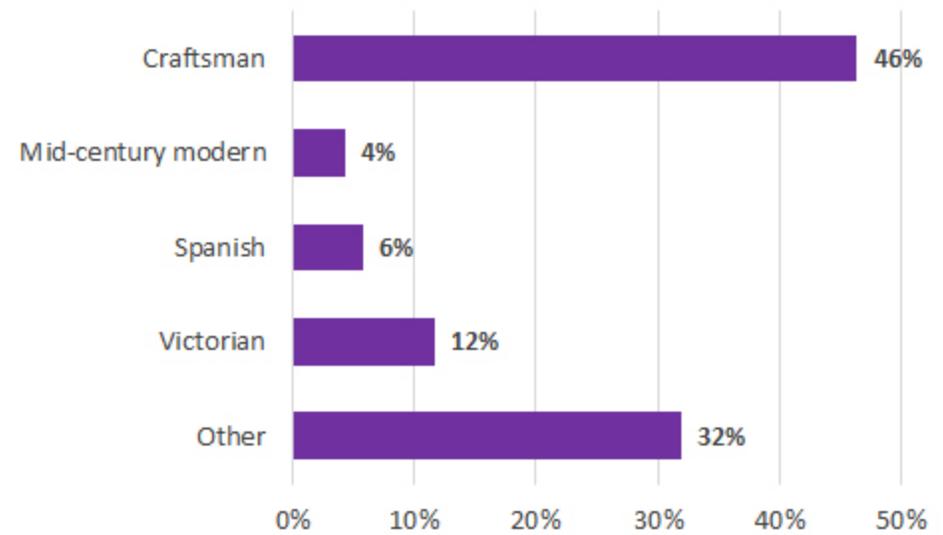


Figure 4.5: Apparent Architectural Style - Northwest Area (n = 69)

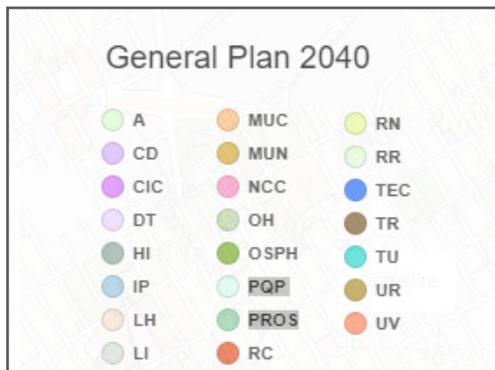
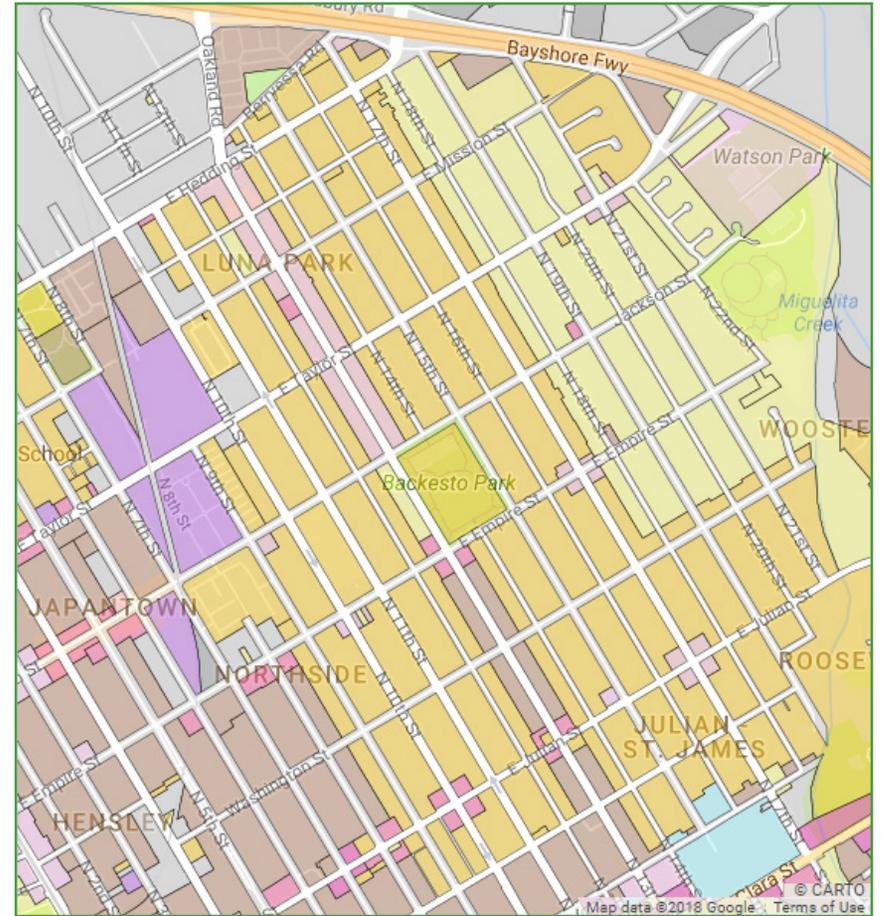


Figure 4.6: General Plan Map. Source: Selection from City of San Jose Interactive GIS map. <http://www.sanjoseca.gov/index.aspx?nid=2037>

Figure 4.7: Zoning Map. Source: Selection from City of San Jose Interactive GIS map <http://www.sanjoseca.gov/index.aspx?NID=2086>



Figure 4.8: Esplanade Housing Development in Cannery area

Attractiveness of Blocks

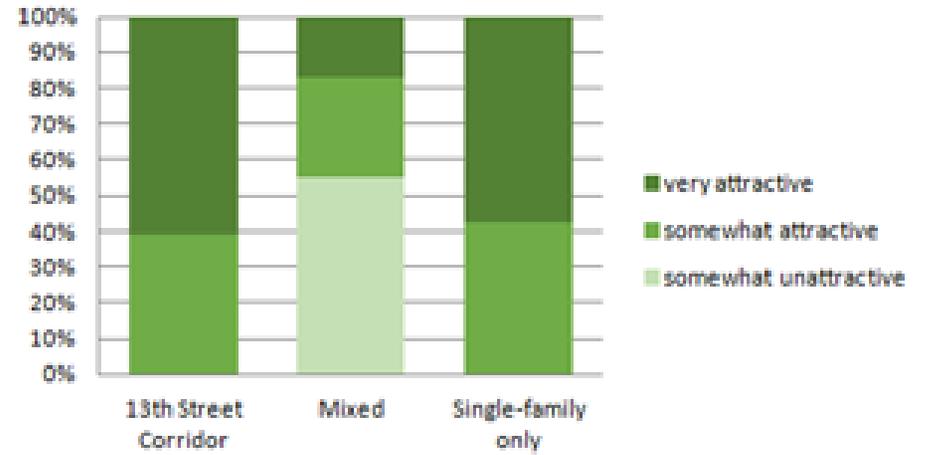


Figure 4.10: Building conditions report data on attractiveness of blocks

Percentage of Blocks that are Tree-Lined

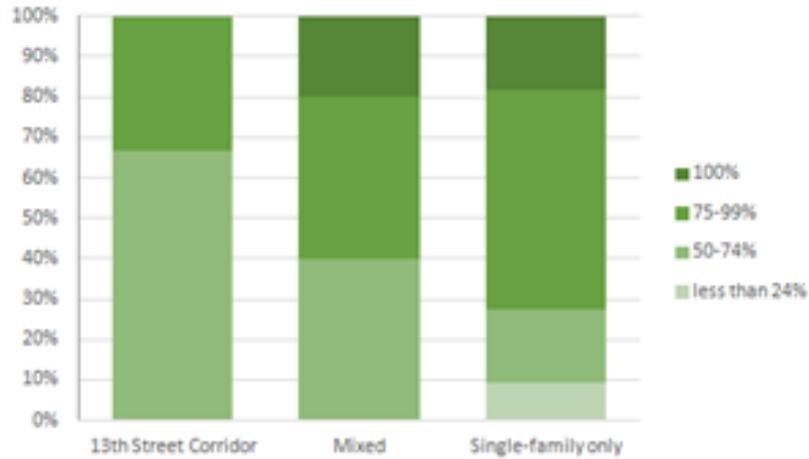


Figure 4.9: Building conditions report data on tree-lined streets

State of Condition	Percent of Gutters	Percent of Roofs	Percent of Windows
Major repair or replacement needed	3%	3%	3%
Minor maintenance, repair, or replacement needed	15%	21%	17%
Not applicable	2%	11%	1%
Not observable	19%		1%
Sound condition, in good repair	60%	64%	79%
Grand total	100%	100%	100%

Figure 4.11: Building conditions report data on overall gutter, roof, and window conditions



CHAPTER 5

TRANSPORTATION

Since the middle of the 20th century, transportation planning has primarily focused on the concept of mobility, how easily and quickly travelers can move from points of origin to destinations. In particular, attention focused to mobility by automobiles, measured by how fast cars could travel. However, in recent years changing paradigms in the field of transportation planning towards equity and planning for all users have led transportation planners to be as concerned with the needs pedestrians, bicyclists, transit riders, and other users. Additionally, since the purpose of transportation is to get to a destination, rather than movement per se, transportation planners have also recently refocused their attention away from mobility and towards the ultimate goal of transportation: accessibility. Accessibility can be defined as “the ease of reaching goods, services, activities and destinations, which together are called opportunities.”⁴⁰ In this chapter we explore both options for mobility in Northside and accessibility to destinations, or lack thereof, to the people of Northside to get a full picture of transportation. Additionally, we assess transportation safety by comparing rates of traffic incidents within Northside to San José as a whole.

Several Northside residents have remarked that the neighborhood acts as a pass-through for drivers from the south and east heading to/from Highway 101.

5.1 MOBILITY

Northside transitioned from a pedestrian and transit oriented neighborhood to an autocentric neighborhood in the post WWII era. Historical accounts from long-time Northside residents recall a time, prior to WWII, when people regularly walked to destinations throughout the neighborhood. However, as federal highway bills initiated by the Eisenhower administration led to the proliferation of high-speed, grade separated highways, residents increasingly relied on the automobile for transportation. SPUR, a local nonprofit that promotes good planning within the San Francisco Bay Area⁴¹, notes that as travel by car became the predominant means of mobility, highway projects undermined an ‘interest in a multi-modal transportation system that combined different types of rail with bus, bicycle and pedestrian planning.’⁴²

40 Litman, Todd. “Accessibility for Transportation Planning Measuring People’s Ability to Reach Desired Goods and Activities.” Victoria Transport Policy Institute (February 27, 217). Accessed April 19, 2017. doi:10.1080/0308106042000228734.

41 “Our Mission.” SPUR. <http://www.spur.org/about/our-mission-and-history>.

42 SPUR, “Shaping Downtown San José,” The Urbanist, issue 552, April 2013, <http://www.spur.org/publications/urbanist-article/2013-04-04/shaping-downtown-san-josé>.

Several Northside residents have remarked that the neighborhood acts as a pass-through for drivers from the south and east heading to/from Highway 101. The vehicle count map supports these observations. The map shows North 13th Street and East Taylor with



Figure 5.1: Vehicle count data in Northside, Esri Community Analyst

orange and red labels, denoting those streets have high daily trip counts. (Highway 101 is denoted by blue label). The most congested areas are arterial or semi-arterial right-of-ways such as East Hedding Street and East Taylor Street.

While automobile vehicle counts are high in some areas of Northside, the neighborhood is not entirely without transportation alternatives. Bicycle infrastructure in the form of on-road bike lanes exist on North 7th Street, North 10th Street, North 11th Street, North 17th Street, East Hedding Street, and East Empire Street, the latter of which was perhaps the result of one of the “Top Ten Priority Action” items featured in the Thirteenth Street Neighborhood Improvement Plan. The plan called for an east/west bike corridor running through Northside. In addition to bike lanes, Northside also features bike racks at Backesto Park and Watson Park in an effort to promote bicycle use in the area. As far as pedestrian amenities, Northside offers well-maintained, and in some cases, comfortably wide sidewalks designed to promote pedestrian activity in commercial areas such as North 13th Street. The block condition data that was collected supports this claim, as 65 - 70 percent of the blocks surveyed had well-maintained sidewalks as opposed to adequately or poorly maintained.

There are two transit lines that run through Northside. Valley Transportation Authority (VTA) bus Line 64 runs along East Julian Street and connects to VTA light rail at McKee station.⁴³ VTA Line 65 runs along East Empire Street, stopping at the Northside Community Center and the Joyce Ellington Library, before continuing on to San José State University and the Paseo de San Antonio VTA light rail station.⁴⁴ Each of these bus lines run down a central corridor of Northside making them accessible to pedestrians from all areas of the neighborhood.

43 VTA. <http://www.vta.org/routes/rt64>.

44 VTA. <http://www.vta.org/routes/rt65>.

During the open houses, no respondents reported using the bus as their primary mode of transportation within Northside, although respondents did report a high level of perceived safety for bus travel.

Generally speaking, mobility in Northside is autocentric. Proximity to the Highway, ample parking, and several one-way streets make driving an attractive choice for residents. However, if the population of the Bay Area continues to increase, and more congestion follows, residents may demand more transportation options.

5.2 ACCESSIBILITY

Northside contains many wonderful destinations including parks, the community center, a variety of churches and religious centers, restaurants, and several historical buildings. These assets are accessible to most residents given that the area of the Northside neighborhood stretches a little over one square mile. However, many residents have expressed concerns about the lack of easy access to some everyday places including grocery stores or markets where they can shop for healthy food, quality restaurants, coffee shops, a good bookstore, and other shops and cafes that are not present in their neighborhood.

“A bicycle shop, or a family-oriented restaurant like Rosie’s in St. Leo’s neighborhood or Park Station Hashery in the Rose Garden neighborhood. A place where live music is played that is family-oriented would be nice too.”

There are a variety of factors that affect accessibility. Zoning, for example, often separates residential areas from commercial areas,

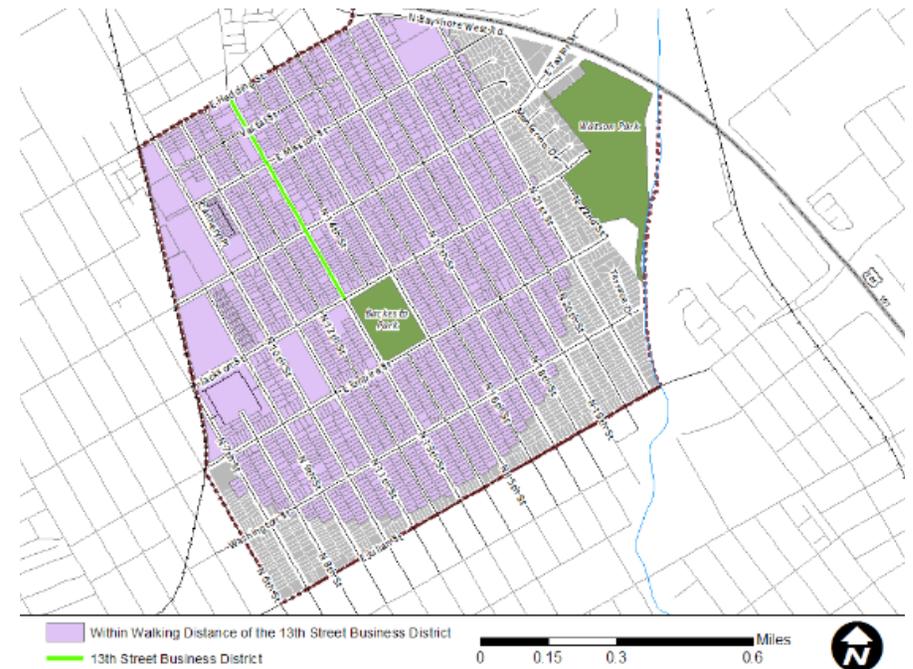


Figure 5.2: Areas within a 5-minute walk of the 13th Street commercial corridor⁴⁵

making it more difficult to travel from a residence to a business. Additionally, a lack of direct routes may limit one’s ability to travel from one place to another. We often see a shortage of direct routes in neighborhoods with many cul de sacs or with freeways that act as physical barriers. Finally, a lack of transportation options may limit accessibility. There are many people, the young, the old, the disabled, who cannot drive. Without transportation alternatives, it is difficult for these people to travel to desired destinations. Fortunately, these factors are unlikely to hinder Northside accessibility going forward. Northside’s street grid provides direct routes in all directions. Pedestrian infrastructure, including sidewalks and a robust tree canopy, make getting around the neighborhood on foot relatively easy and pleasant. While zoning does segregate land uses within Northside,

45 Yang, Yong, and Ana V. Diez-Roux. “Walking Distance by Trip Purpose and Population Subgroups.” *American Journal of Preventive Medicine*. U.S. National Library of Medicine, 1 July 2012. Web. 25 July 2017.

the main commercial corridor, 13th Street, runs right down the center of the neighborhood making it accessible to most residents. As Figure 5.2 shows, nearly 80 percent of residents live within walking distance of the the 13th Street corridor. Improving accessibility in Northside is primarily about locating desired destinations along 13th Street.

Community Feedback re: Access to Grocery Stores

Throughout the neighborhood assessment, residents expressed a strong desire for improved access to fresh foods. Limited options exist for people to do their grocery shopping within Northside, especially along the 13th Street corridor. This need is further substantiated by the fact that, according to the U.S. Department of Agriculture, over 25 percent of Northside’s total population, most living between Taylor and Hedding Streets, live in a food desert.⁴⁶

There are many ways to define which areas are considered “food deserts” and many ways to measure food store access for individuals and for neighborhoods. Most measures and definitions take into account at least some of the following indicators of access:

- ***Accessibility to sources of healthy food, as measured by distance to a store or by the number of stores in an area.***
- ***Individual-level resources that may affect accessibility, such as family income or vehicle availability.***
- ***Neighborhood-level indicators of resources, such as the average income of the neighborhood and the availability of public transportation.***

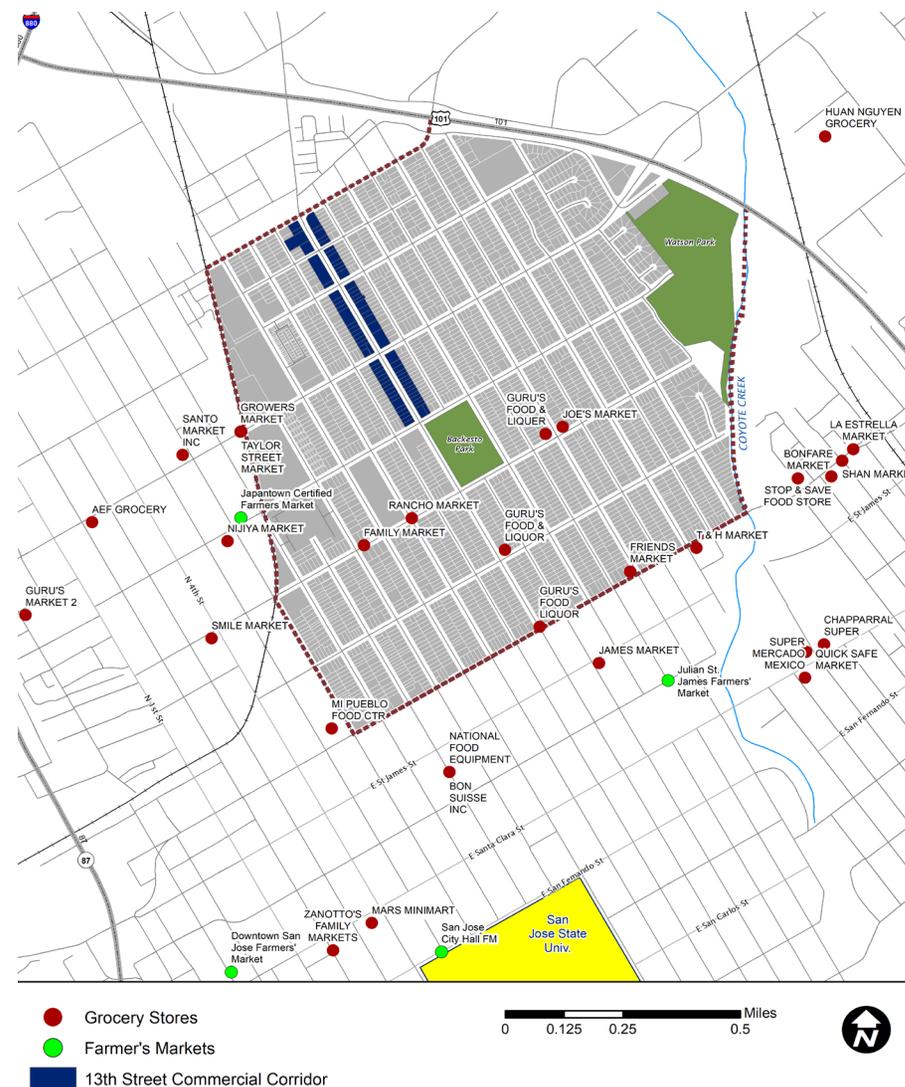


Figure 5.3: Locations in and around Northside to get healthy food

Specifically, at the spring open house, adding a grocery store was a recurring priority on the aspirational photo collage of 13th Street shown in Figure 5.3. Furthermore, not a single resident indicated they shopped for groceries in Northside on the interactive graphic which asked where people shopped for healthy food. Residents cited Trader Joe’s, Whole Foods, Costco, and the Japantown Farmers’ Market as popular establishments to visit. Conversations with community members revealed that even though locations like Mi Pueblo are relatively close to Northside, once they decide to drive, they usually opt to shop at more distant establishments.

One resident who noted that Northside has long been a neighborhood in need of an additional grocery store, speculated that grocery stores are hesitant to open without a high enough concentration of shoppers. Another individual uses Amazon Prime to do their grocery shopping, which delivers products right to their home. With other companies like Walmart, Safeway, and Whole Foods expanding their same-day delivery services, those who are willing and able to pay delivery fees have little reason to participate in traditional grocery shopping, which can play a role in deterring new grocery stores from opening in the area. Finally, the question remains whether there is an appropriate site for a grocery store within Northside. There does not appear to be a vacant parcel large enough to fit a typical supermarket with a parking lot. However, there is a relatively large vacant parcel on 13th Street between Vestal and E. Mission street that could potentially accommodate a smaller store (see Figure 5.4).

Considering the need for improved access to fresh food expressed by residents, and the desire to revitalize the 13th Street corridor, a new grocery store or farmers’ market in Northside could be an important first step. While many Northside residents live near the Japantown farmers’ market, there is a proposed residential development on the lot where the current market operates, leaving an uncertain future for the Japantown market.

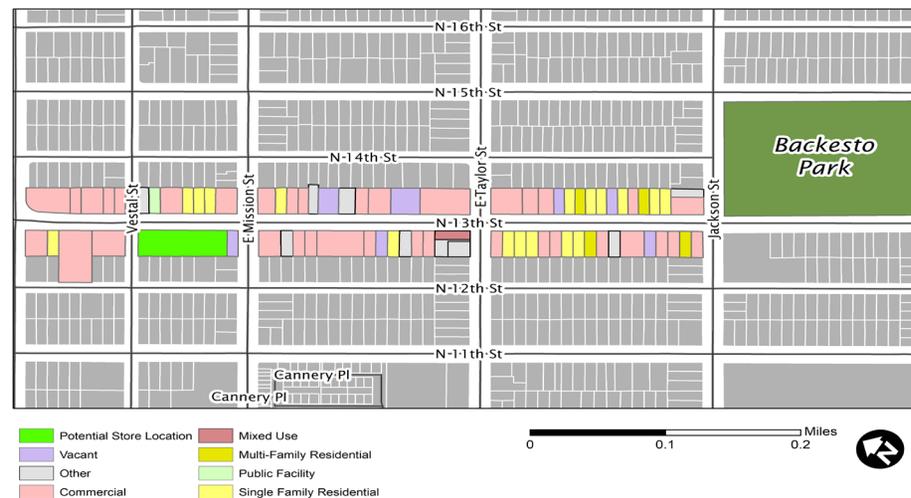


Figure 5.4: Land uses along 13th Street corridor and site for a potential new business (light green)

5.3 SAFETY

“There seems to be a lot of speeding on 13th Street. It’s really fast and dangerous and there’s no one there to patrol that. It’s a 30 MPH zone... someone’s going to get hit/killed... it is a big concern.”

Northside residents expressed concern about traffic safety. Many residents feel that the number of cars cutting through the neighborhood to reach Highway 101 or downtown San José exacerbates safety issues. Data published by the San José Department of Transportation indicates there were 1,498 traffic incidents within Northside between January 1, 2010 and December 31, 2015.⁴⁷ Seven of these incidents included a fatality, or a major injury, or both. During this same period, there were 36,925 traffic incidents throughout the city of San José.

47 “2010-2015 San José Crash Data · City of San José.” San José City. June 21, 2016. Accessed May 15, 2017. <http://data.sanJoseca.gov/visualizations/27118/2010-2015-san-José-crash-data/>.

The area of Northside covers only 1.05 square miles compared to 180 square miles for all of San José. Accounting for the relative land areas, the rate of traffic incidents per square mile is 3.7 times higher in Northside than the city as a whole. However, it is important to note that this statistic does not reflect the fact that Northside is completely urban, whereas San Jose still contains mountainous areas that are not fully developed. Therefore, a simple comparison of the traffic incident rate between the two doesn't necessarily give an accurate picture of Northside's traffic safety relative to the rest of the city. In the six-year period mentioned, there were 762 incidents per square mile in Northside compared to 205 incidents per square mile throughout San José. However, when looking only at incidents in which there was a fatality and/or a major injury, the difference is smaller. There were 6.67 major/fatal incidents per square mile within Northside, compared to 5.69 in San José.

	Incidents Per Sq. Mi	Major/Fatal Incidents Per Sq. Mi.
City of San Jose	205.14	5.96
Northside	761.90	6.67

Table 5.1: Traffic Incidents Between 2010-2015

Another way to compare the respective rates of traffic incidents is to look at incidents per 1000 residents. Again Northside's rate of traffic incidents is considerably higher than San José as a whole. However, there were fewer major/fatal incidents per resident in Northside than San José.

	Incidents Per 1000 Residents	Major/Fatal Incidents Per 1000 Residents
City of San Jose	36.34	1.01
Northside	760.54	0.53

Table 5.2: Traffic Incidents Per 1000 Residents

In the summer of 2012, San José removed traffic lanes along 10th and 11th streets and added buffered bike lanes in an effort to promote cycling and improve safety. City data indicates a twelve percent decrease in the rate of traffic incidents along 10th and 11th after the addition of the buffered bike lanes. It is worth noting that this does not take into account any increase in cycling along these routes.

Incidents Along 10 th & 11 th	Period Start	Period End	Total Days	Incidents Per Day	% Decrease
105	1/1/2010	7/31/2012	942	0.11	12%
122	8/1/2012	12/31/2015	1247	0.978	

Table 5.3: Traffic Incidents Along 10th and 11th Streets

San José is considering additional measures to improve safety along 10th and 11th streets. At present, both streets are one way. According to the Federal Highway Administration (FHWA), one-way streets tend to encourage higher motor vehicle speeds, and intersections involving one-way streets may be more confusing for some roadway users, especially visitors, children, and pedestrians.⁴⁸ San José is considering converting 10th and 11th into two-way streets, a process

48 "One-way/Two-way Street Conversions," Pedestrian Safety Guide and Countermeasure Selection System, Federal Highway Administration, August 2013, accessed May 18, 2017. http://www.pedbikesafe.org/PEDSAFE/countermeasures_detail.cfm?CM_NUM=23.

known as a couplet conversion. Two-way streets typically reduce vehicle speeds because drivers tend to be more cautious when dealing with oncoming traffic.⁴⁹ Additional studies have shown that converting one-way streets to two-way can improve traffic safety, increase property values, and reduce crime.⁵⁰

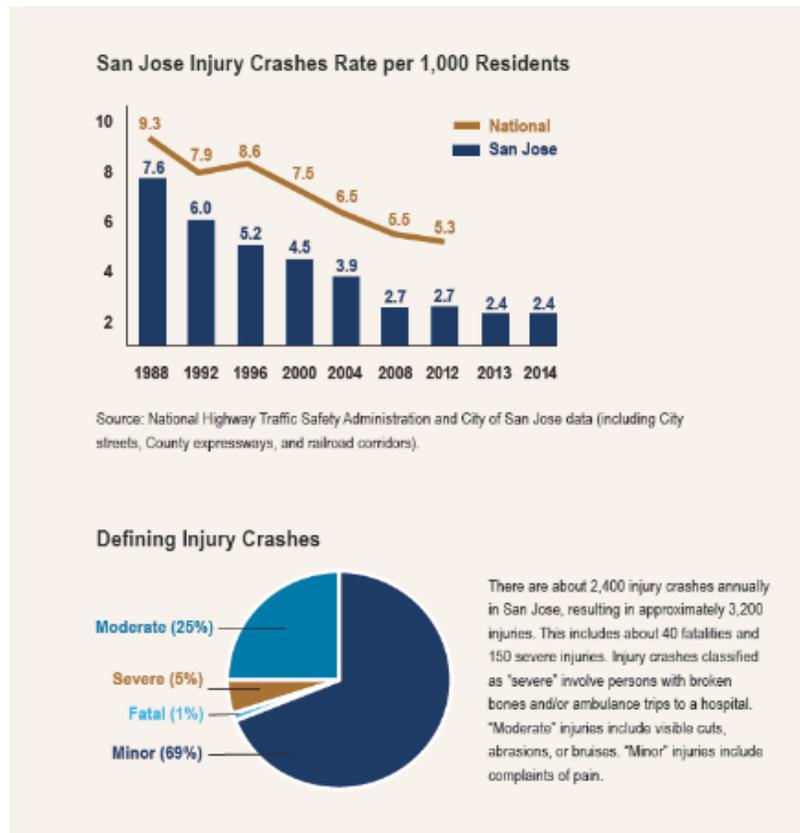


Figure 5.5 Source: <https://www.sanjoseca.gov/DocumentCenter/View/42849>

Although Northside appears to have a higher rate of traffic incidents than San José as a whole, there are some mitigating factors to consider. The first is that San José is a relatively safe major city when it comes to traffic fatalities and injuries. In May 2015, San José became the fourth major city in the nation to adopt a Vision Zero initiative. Vision Zero aims to reduce injuries on city streets with the ultimate goal of having zero traffic-related fatalities. The following chart, taken from the city's Annual Transportation System Safety Report, illustrates San José is well below the national average when it comes to injury crash rate.

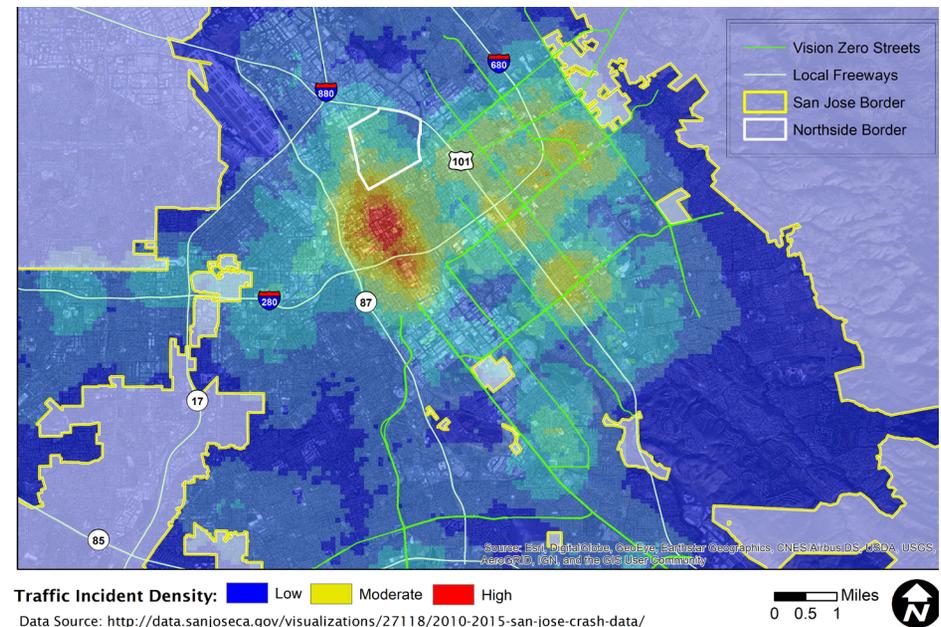


Figure 5.6: San Jose Traffic Incidents Heat Map, Northside shown in upper center.

49 "One-way/Two-way Street Conversions," Pedestrian Safety Guide and Countermeasure Selection System, Federal Highway Administration, August 2013, accessed May 18, 2017. http://www.pedbikesafe.org/PEDSAFE/countermeasures_detail.cfm?CM_NUM=23.

50 William Riggs and John Gilderbloom. "Two-Way Street Conversion." *Journal of Planning Education and Research* 36, no. 1 (2016): 105-18, accessed May 15, 2017. doi:10.1177/0739456x15593147.

A second factor to consider is that Northside has a higher population density than San José as a whole. San José is a large, sprawling city with areas that are significantly less populated than Northside. Northside's population density is 12,585 people per square mile, whereas San José's population density is 5,644 people per square mile. With higher population density, one would expect more drivers, and therefore more traffic incidents.

The third factor to consider is that while Northside has a higher rate of traffic incidents than San José as a whole, there are other areas within the city that are worse off than Northside. The following heat map shows where traffic incidents are most concentrated. It's worth noting that while Northside is not dark blue (low density of traffic incidents), it is not red either. Traffic incidents appear to be most concentrated around downtown and to the east of highway 101.

A new BART station is slated to open north of Northside in 2018.⁵¹ Berryessa Station is projected to serve 25,000 passengers by 2030. The question remains how this new station will impact traffic within Northside. Will more cars and/or VTA busses pass through the neighborhood to get to the new station? Or will would-be drivers choose to take BART instead?

51. VTA's BART Silicon Valley Extension - Berryessa Station. Accessed May 15, 2017. <http://www.vta.org/bart/berryessa>.



CHAPTER 6

**TACTICAL URBANISM
THROUGH
PARKLET DESIGN
AND DEVELOPMENT**

During the outreach process, Northside residents voiced the desire for a revitalized and more pedestrian friendly 13th Street. To show the community one possible way of achieving this goal, the graduate student team installed a “parklet” in front of popular neighborhood business, Rollo’s Donuts. Providing Northside with a tangible, physical change was important for a community suffering from planning fatigue. The parklet introduced Northside residents to the potential benefits of using the streetscape in a new way.

6.1 WHAT IS A PARKLET?

Parklets are an example of tactical urbanism - projects to repurpose small areas of public space into casual community gathering spots. Businesses, local governments, and community groups have begun installing them in cities around the world to activate quiet streets and encourage residents and visitors to spend time outside in their communities. Most parklets take up just one to two curbside parking spots and feature seating and greenery, along with safety elements designed to protect the parklet from the flow of traffic.

There are three parklets in San José: one in downtown San José and two in Willow Glen. In 2013 Chacho’s Restaurant, located in downtown San José on East San Fernando Street, installed the city’s first parklet (Figure 6.1). According to Scarlet Myers, Executive Director of the Willow Glen Business Association, downtown Willow Glen, a commercial corridor similar to 13th Street, has two parklets along Lincoln Avenue.

Parklets are an example of tactical urbanism - projects to repurpose small areas of public space into casual community gathering spots.



Figure 6.1 Lincoln Garden Historic Garden Theater Parklet



Figure 6.2 Lincoln Garden Historic Theater Parklet

Tac-Oh, a Mexican restaurant near the intersection of Minnesota and Lincoln installed a parklet in 2016. Willow Glen's second parklet sits in front of the historic Garden Theater, where multiple small restaurants and shops are located. Unlike Chacho's, seating is not limited to customers - Scarlet Myers mentioned that the bookstore next to Tac-Oh put up a sign alerting patrons and passersby that the parklet was open for them to sit and read a book.

6.2 A PARKLET FOR NORTHSIDE

Providing safe public spaces for individuals, friends, and families to spend time is a very important element for city planners to consider. Thoughtfully designed public spaces promote pedestrian safety, encourage the use of alternate modes of transportation, reduce crime, and benefit local businesses by increasing foot traffic. When the Fall 2016 class surveyed residents and learned there was a desire to enhance the 13th Street corridor, creating a public space seemed to be a great start. After analyzing many intersections and locations along 13th Street, discussing preferred locations with the community, the City of San José, and the Northside Neighborhood Association, it was decided that the corner of Jackson Street and 13th Street in front of Rollo's Donut Shop was the perfect place for this new public space to be created. The Fall 2016 class ultimately came up with the idea of a parklet and secured \$5,000 from the Knight Foundation to fund the project.

Once the Spring 2017 semester began, the new graduate team was tasked with finalizing plans, obtaining permits from the city, and physically constructing the parklet. The team held a preliminary brainstorming session in order to establish what features an ideal parklet would include and compared this rough outline with the preliminary parklet designed by the Fall 2016 graduate team. The design, rendered using a digital modeling tool, met much of the criteria we had established, and would act as a guide moving forward.

The next step was to reach out to the city and determine which permits were required. Although the city was involved in initial

discussions with the Fall 2016 class, it became clear immediately that there was a disconnect between what was required and what the spring graduate team expected. Initially, it seemed this would be a relatively easy process, requiring one simple permit. Ultimately, it became clear that obtaining permits for the parklet project would not be a straightforward process.

While trying to fulfill the curb cafe requirements, the team discovered that only an adjacent restaurant or retail establishment could apply for the permits, a condition that was never discussed in previous meetings with city officials. This requirement was a challenge because the intention had been to provide the community with a parklet on behalf of CommUniverCity, without asking Rollo's to take on any responsibility.

After multiple discussions it became clear that if the project were to proceed Rollo's would have to be the applicant with the understanding that CommUniverCity would sign the maintenance and indemnity agreements and provide funding and insurance. Rollo's agreed and CommUniverCity committed to maintaining the parklet until June 30, 2017. If Rollo's was happy with the initial results of the parklet CommUniverCity would work with them to move everything into their name so they could make the parklet permanent.

As the graduate team continued to compile the necessary information to submit the permit, landscape contractor Michael Gladden, a Northside resident, volunteered to assist with the parklet design. Mr. Gladden's involvement with the project led to a collaboration with Brian Glickman and Shawn Taylor at HMM Architecture who supplied the graduate team with a conceptual design for the parklet.

Shawn Taylor created a parklet concept that was 28 feet long and 6 feet deep. It featured a planter wall with built in benches, a counter with bar stools, and movable tables and chairs for seating. The additional details of wood deck flooring, drought resistant native plants, and wind sails made for a beautiful and comfortable design. If all city requirements were met and the graduate team was able to

JACKSON ST AND 13TH ST | PARKLET

CONCEPT

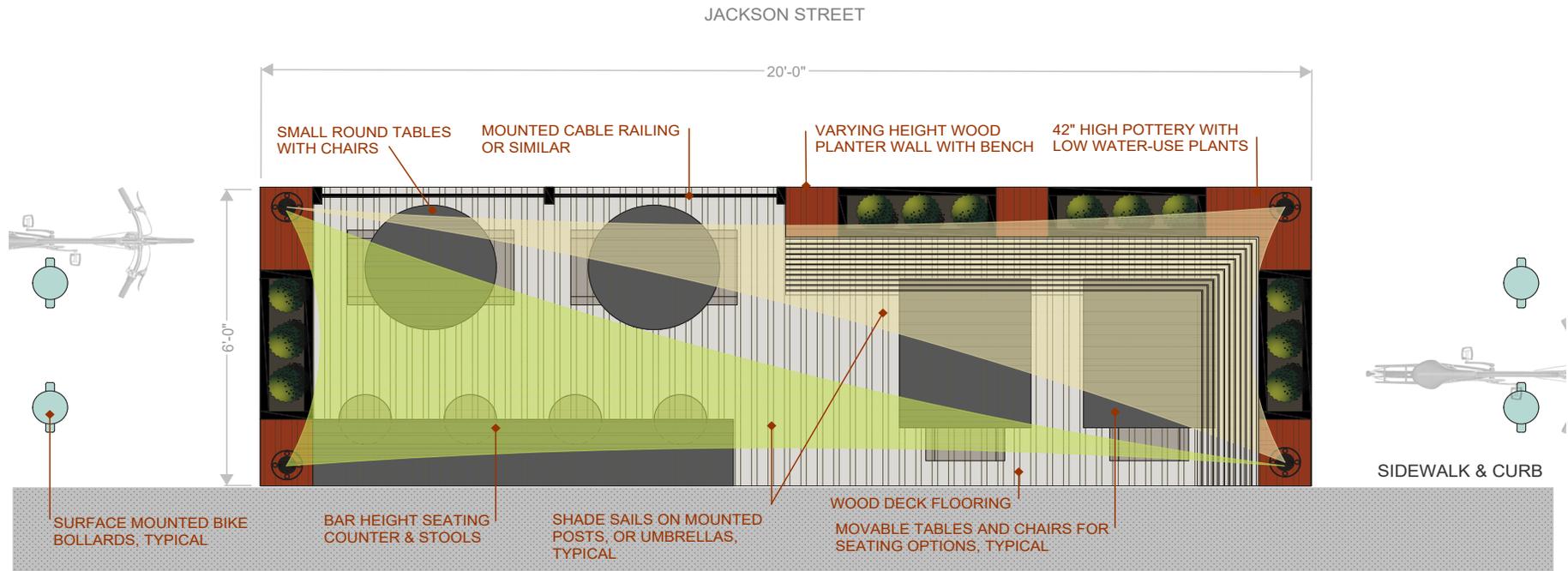


Figure 6.2: Jackson and 13th Streets Parklet Concept

construct the parklet, confidence was high that Rollo's and the rest of the Northside community would be happy with Taylor's concept.

As the date of the open house approached it became clear that due to the City of San José's strict permitting process the graduate team was going to be unable to construct a semi-permanent parklet during the spring semester. A week prior to the open house, it was decided that a one day pop-up parklet would be the most feasible way to provide the neighborhood with an opportunity to experience this form of place making. While this compromise fell short of the original goal, the team felt that constructing even a temporary parklet would be in line with the spirit of tactical urbanism. Most of the materials for the pop-up parklet were donated or purchased, and the work of gathering and storing parklet materials, in addition to the assembly of the parklet itself, was divided among team members.

The installation of the pop-up parklet in front of Rollo's Donuts on Jackson Street went according to plan. The parklet consisted of two 6 by 8 foot strips of artificial grass used to cover the pavement. Over this surface was placed tables and chairs shaded by three large café umbrellas. Several large potted plants were placed around the perimeter of the parklet. Though the materials used to set up the parklet were quite humble, the overall feel of the parklet was very inviting. A CommUniverCity representative was present at the parklet throughout the day gathering input from residents. The parklet was popular with most visitors, including Mayor Sam Liccardo, who voiced enthusiastic support for making the project permanent.



Figure 6.3: Temporary Parklet for Open House



Figure 6.4: Temporary Parklet for Open House



Figure 6.5: Temporary Parklet for Open House

6.3 COMMUNITY RESPONSE TO THE TEMPORARY PARKLET

People who visited the parklet were encouraged to complete a voluntary survey in order to share their thoughts on the project. The results of the parklet survey showed that most respondents had a positive perception of the parklet. When asked if they would be more likely to visit Rollo's after spending time at the parklet, 85 percent of people said that they would be extremely likely or likely to. The other questions on the survey were related to group representation, frequency of visits to Rollo's, and mode of travel to the parklet. The survey also showed that 85 percent of participants indicated they were residents of the neighborhood, most people visited Rollo's rarely or a few times a month, and 76 percent walked to the parklet. When asked what would improve the parklet, permanence, shade, and safety from traffic were the dominant themes.



Figure 6.6: Temporary Parklet for Open House

San José's Curb Cafe Permitting Process

The City of San José currently has a Curb Cafe Pilot Program in place to test the impacts and success of parklets within the City. Obtaining a Curb Cafe Permit is a rather extensive and expensive process with strict criteria. Curb Cafe Permits require a Revocable Encroachment Permit to be obtained from Public Works and a Sidewalk Cafe Permit to be obtained from Planning. The following are the requirements and process for each permit:

Curb Cafe/Revocable Encroachment Permit Requirements:

- Application
- Fee of \$624
- Letter of Intent
- Site Specific Sketch on 11 x 17 max paper
- Maintenance Agreement agreeing to do the following:
 - Keep plants in good health
 - Keep the curb cafe free of grime and debris with daily maintenance, including below the platform
 - Pest abatement as needed below the platform
 - Maintain gutter to ensure cleanliness and proper drainage
 - Lock or taken inside moveable items such as tables and chairs at night
- Liability insurance up to \$1,000,000 listing the City of San José as additional insured
- Located on a street with a speed limit less than 25 mph
- Minimum of 10' from street corner
- Not blocking a fire hydrant or restricting access to utilities
- Design includes access panels to maintain the gutter
- Meet ADA requirements
- Include edges such as planters, rails, or cables
- Maximum 6' wide
- Include a deck flush with curb, maximum ½ inch gap
- Include a wheel stop 4' from parklet, 1' from curb, 3' in length
- Include reflective soft-hit posts

- Site plan indicating the following:
 - Footprint of curb cafe
 - Details on furnishings
 - Property lines, sidewalk width, curb cafe length and width, surface obstructions within 15' of the area
 - Information on any adjacent parking meters to be removed
 - Letter of support from fronting property owner
 - Indemnity and Hold Harmless Agreement

Process:

- Submit the above information to Public Works
- Public Works reviews internally with other departments
- If accepted, the city posts a public notice at the location for 10 calendar days
- If no objections are received, Public Works requires a Final Plan including a detailed site plan, cross sections, and elevations
- Public Works reviews internally again with other departments
- Within 10 days, Public Works determines if the application satisfies the requirements and will grant approval if so
- Applicant then has to give City notice 10 days prior to the start of construction
- Construction begins and Public Works conducts a final inspection

Sidewalk Cafe Permit Requirements/Process:

- Application
- Fee of \$500
- Statement of purpose including information on how the use will be conducted and the hours of operation
- Signed Indemnity Agreement
- Liability insurance up to \$1,000,000 listing the City of San José as additional insured
- Seven sets of a development plan with the following:
 - All sheets be a uniform size
 - All sheets numbers in proper sequence with numbers located in lower right hand corner and dated

- Name of project and description of use
- Partial site plan to scale or dimensioned including tenant space frontage, width of sidewalk between building and curb, location of fire hydrants, utilities, poles, etc, location and dimension of space to be occupied by proposed cafe
- Location map and APN
- Use of adjacent properties
- Existing square footage of subject restaurant's dining area and total number of existing chairs
- Square footage of an total number of chairs in the proposed sidewalk cafe area
- Use and gross square footage of all buildings which share parking with the restaurant

Process:

- Staff reviews application within 30 days and provides comments
- Staff reviews for CEQA compliance
- Project manager forwards proof of insurance to City's Risk • Manager to verify coverage
- Director of Planning decides to approve or deny



CHAPTER 7

**LESSONS LEARNED
AND NEXT STEPS**

As the partnership of CommUniverCity and Northside moves forward, it will be beneficial to keep in mind the common themes brought to light through the year-long community assessment of Northside.

Northside's community assessment gives a picture of a diverse neighborhood with deep roots. The residents of Northside are aware of both the assets it has and the challenges it faces. As the partnership of CommUniverCity and Northside moves forward, it will be beneficial to keep in mind the common themes brought to light through the year long community assessment of Northside.

7.1 BUILDING ON THE WORK OF THE GRADUATE STUDENT TEAM

The parklet outside of Rollo's received a lot of support and is a project worth pursuing for the Northside neighborhood. If the owners of Rollo's are interested in completing the necessary paperwork to apply for a parklet permit, they should be assisted in navigating the complex permitting process. Upon approval of the application we would advise reaching out again to the California Landscape Contractors Board to determine if they would still be interested in sponsoring the Northside parklet project.

The addition of a grocery store to the neighborhood was a high priority for residents. Future work on this issue should center on understanding the challenges of bringing a grocery store to the community, as well as whether technological advances can play a role in addressing access to healthy food. At least one resident mentioned using Amazon for groceries.

Forming relationships with Northside residents and stakeholders early is crucial. The graduate student team had the most success reaching out to residents via social media. For example, contacting each member of the Northside Facebook page with a personalized template could improve the chances that residents would transition from online participation to in person engagement. Additionally, the work the Spring 2017 class did to form relationships with businesses in and around 13th Street should be built upon. This commercial corridor is a high priority for residents and it is important to make sure business owners are included in the conversation about 13th Street's future.

7.2 RECOMMENDATIONS FOR THE CITY OF SAN JOSE

The City of San José could benefit its citizens by updating and streamlining its permitting process. New forms of urban development are rapidly emerging and the language of city codes and ordinances should reflect this. By updating city code to account for new

forms of tactical urbanism such as “parklets”, the permitting process can better facilitate the creation of these projects. City policy should encourage grassroots efforts by residents to bring improvements to their own communities. Procedure is important to maintaining an organized city, but adherence to procedure should not form a barrier to citizen participation in planning.

Street safety was a concern for Northside residents. The City of San José should move forward with implementing the proposed couplet conversion for 10th and 11th streets. Continuing to expand its network of bike lanes and bike trails, with emphasis on protected bike lanes, is another way the city could improve transportation safety within Northside.

Finally, many people in Northside indicated that the commercial corridor along 13th Street has untapped potential. Exploring ways to revitalize this part of Northside and make it more welcoming to pedestrians and families could greatly benefit the community. Residents voiced support for a high quality grocery store within the neighborhood, and 13th Street could be a potential location. Additionally, they indicated a bike shop, teen center, and hardware store would be welcome additions to the community.

7.3 CONCLUDING THOUGHTS

As one of the oldest neighborhoods in San José, Northside has a rich and interesting history. However, this does not mean that Northside’s best days are in the past. Northside today has many assets, and its close proximity to downtown means the neighborhood is in a great position to benefit from San José’s continued efforts to revitalize the area. That said, the number one reason to be optimistic about the future of Northside is the community of residents who are dedicated to making their neighborhood an inviting place to call home.

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