City of Santa Clara
The Center of What's Possible

AGENDA ITEM #: 2A

# AGENDA REPORT

**Date:** June 13, 2017

**To:** City Manager

**From:** Director of Community Development

**Subject:** Study Session regarding the Santa Clara Sustainable Residential Project (Files: PLN2016-12389, PLN2016-12390, CEQ2016-01017). Project for Public Spaces (PPS) will present their findings and recommendations related to the subject project and the public Visioning Workshop held on March 25, 2017.

## EXECUTIVE SUMMARY

The City Council will hold a Study Session regarding the Santa Clara Sustainable Residential Project at which the Project for Public Spaces (PPS) will present their findings and recommendations related to the subject project and the public Visioning Workshop held on March 25, 2017.

The 5.8-gross acre project site is currently vacant. In 2007, the City approved the development of up to 165 affordable senior residential units and a one-acre park on the site as part of the larger 17-acre Santa Clara Gardens project. The project was never constructed and the site was subsequently deeded to the City's Housing Authority in 2011. The City entered into an Exclusive Negotiating Agreement with Core Affordable Housing (Core) in 2016 following a Request for Proposals process. Core submitted Planning entitlement applications in December 2017 proposing an Amendment to the existing Planned Development Zoning to allow the construction of a residential mixed-use development consisting of: up to 419 mixed income housing units, 165 affordable senior apartments, up to 25,000 square feet of supporting commercial uses, and approximately 1.5 acres of agricultural and open space.

The preparation of an Environmental Impact Report (EIR) under the requirements of the California Environmental Quality Act (CEQA) is currently underway for the subject project. A Scoping Meeting was held on May 22, 2017 and the public comment period ended on May 30, 2017.

PPS was retained by the City to review the design of the proposed public spaces on the project site and offer findings and recommendations regarding their design. PPS hosted a publicly noticed Visioning Workshop on March 25, 2017 to gather input from the community. Staff was also present to observe and serve as discussion facilitators. Approximately 100 community members attended the workshop. PPS made a presentation about their outreach process and then attendees were broken into small groups to complete a visioning exercise.

Based on the feedback provided by the community at the workshop, PPS has prepared a document presenting recommendations for the site and a summary of the March 25 workshop (attached). PPS will present their recommendations and City Council will have an opportunity to discuss the findings and overall project direction during the Study Session.

**Community Outreach:** Notice of the Study Session was sent to property owners within 1,000 feet of the subject site.

Andrew Crabtree
Director of Community Development

APPROVED:

Rajeev Batra
City Manager

*Documents Related to this Report:*

*1) PPS Recommendations for Site and Workshop Summary*

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# PLACEMAKING IN SANTA CLARA: 90 N WINCHESTER PUBLIC SPACE CONCEPTS

PROJECT FOR PUBLIC SPACES

PLACEMAKING IN SANTA CLARA

# 90 N WINCHESTER CONCEPTS

PREPARED FOR

CITY OF SANTA CLARA

PREPARED BY

PROJECT FOR PUBLIC SPACES

JUNE 2017

# PLACEMAKING AT 90 NORTH WINCHESTER BOULEVARD

In March 2017 the City of Santa Clara engaged Project for Public Spaces (PPS) to help city leadership, staff, residents, partners and stakeholders apply a Placemaking perspective to the planning and design of an 'urban agrihood' at the 90 North Winchester Boulevard development site in Santa Clara. This engagement seeks to develop a clear, inspired vision of what's possible for the public space portion of the development and to focus on the positive public goals for the entire 90 North Winchester Boulevard development site.

In addition, it will address how the site could best connect to and complement other public destinations along Winchester Boulevard in Santa Clara and in San Jose. The concept of Placemaking can also help integrate Santa Clara's commitment to sustainability, urban density, and alternative transportation modes into an exciting vision for the public space as a key driver of the development.

**The Placemaking Approach**

Placemaking is a way to ensure that the planning process is inclusive, creative and cost effective because it focuses on the goals that matter most in the long term: broad community benefits; the creation of a dynamic social gathering place; a plan for how that place will function; and a series of feasible shortterm interventions that can help put 90 Winchester on the map even before construction begins.

The Placemaking approach moves away from a traditional, "project-based" design-focused model for development to one that is community-oriented and "place-based," with the express intent of creating a more livable city. It leads to positive benefits to the community including long-term competitiveness and livability, strong local economies, increases in real estate values, and social benefits to the health and well being of all citizens.

# WHAT MAKES A **GREAT PLACE?**

# WHAT MAKES A GREAT PLACE?

Placemaking is a collaborative process that engages people in creating and sustaining the public destinations at the heart of their community – the places where we play, shop, eat, gather, interact, and build the social ties that hold a community together. Placemaking is the discipline of creating great places that a wide variety of people will use and enjoy throughout the day, the week and the year. In its 40 years studying what makes public spaces work, PPS has found that four key attributes are key to the success of any place.

*Sociability*
A sociable place is one where people want to go to meet friends and interact with a wide range of people who are different from themselves. This at the very heart of what makes a great place.

*Access and Linkages*
You can judge the accessibility of a place by its connections to its surroundings, both visual and physical. A successful public space is easy to get to and get through; it is visible both from a distance and up close. The edges of a space connect to the surrounding streets, which themselves should be vital and interesting. The space should be linked to the rest of the city through pedestrian, cycle, and transit routes.

*Uses and Activities*
Activities are the basic building blocks of a place. Having something to do for people of all ages gives people a reason to come to a place again and again. When there is nothing to do, a space will be empty and that generally means that something is wrong.

*Comfort and Image*
Comfort includes perceptions about safety, cleanliness, and the availability of places to sit. Image refers to how inviting the space is, and whether it maintains a distinct identity in line with the surrounding neighborhood.

# GOALS

- To develop a clear, inspired vision of what's possible for the public open spaces at the development site and how they connect to and complement other public spaces in Santa Clara.

- To integrate Santa Clara's commitment to sustainability, urban density, and alternative transportation modes into the public space vision as well as strategies that ensure future residents of the 90 North Winchester Boulevard development's multigenerational and mixed-income housing benefit from these public spaces which would improve the quality of life for the entire community of Santa Clara and the region.

- To educate and collaborate with The Core Companies, the developer of the 90 North Winchester Boulevard site, on Placemaking strategies for publicly-accessible open spaces and sidewalks that can yield demonstrable public and private benefits.

- To persuade private, government, and community sector stakeholders of the value and importance of investing in a public spaces plan for 90 North Winchester Boulevard.

# WORKSHOP RESULTS

# PLACEMAKING WORKSHOP

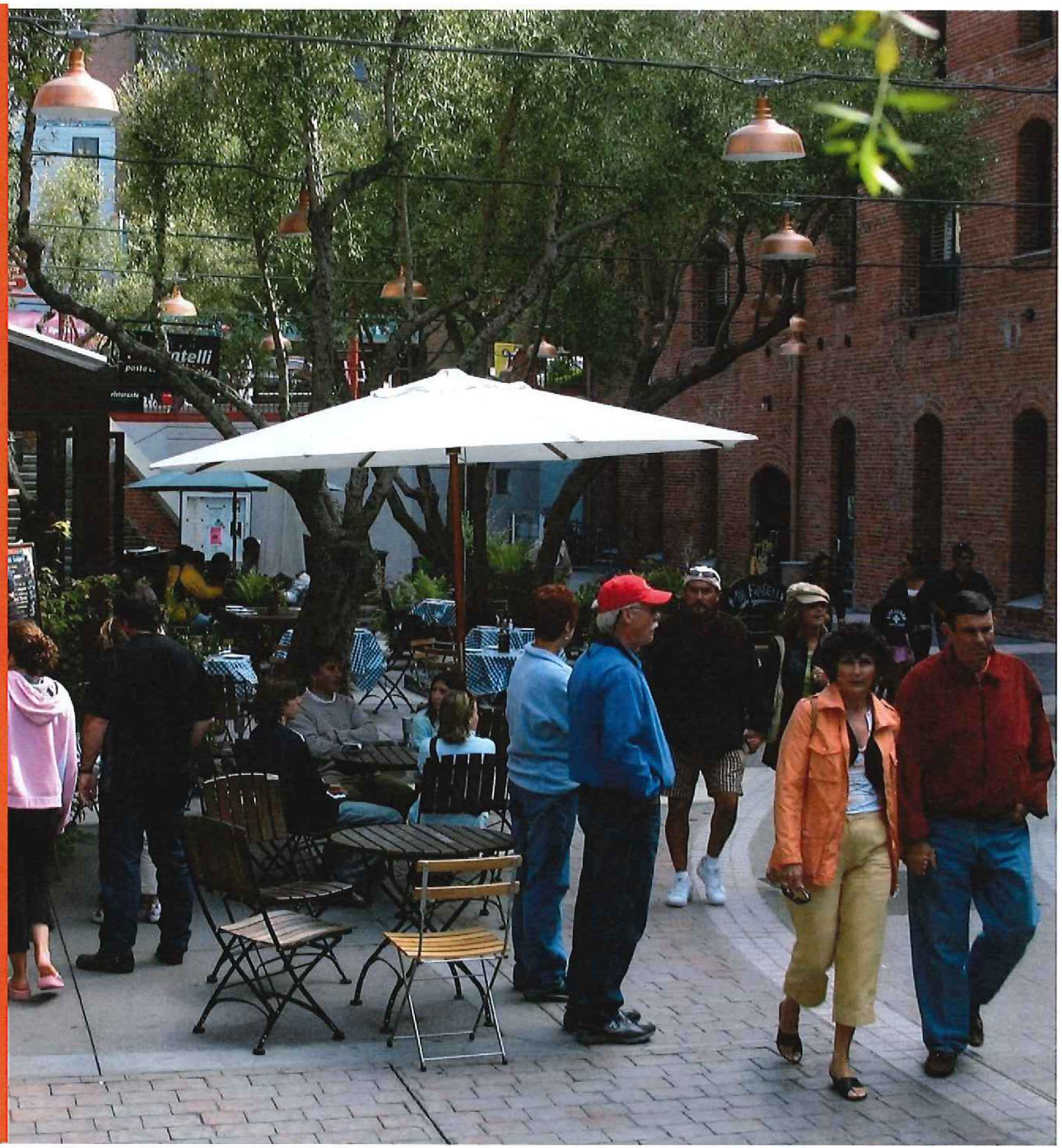
In March, 2017, PPS conducted a Placemaking visioning workshop focused on the 90 North Winchester site. The purpose of the workshop was to reframe the public discussion of the proposed residential development around the huge potential and exciting opportunities of its public space, focusing on public goals and outcomes. The workshop, attended by over 80 community members including area residents, council members, area stakeholders and interest groups, as well as city staff, sought to identify and prioritize use and programming ideas for the public spaces at the site.*

The following themes emerged from the workshop:

- Sociability is a major goal: the new public space should be inviting to everyone not just residents, with special attention to inter-generational attractions and opportunities to draw-in "mall refugees".
- The "Agrihood" concept should be expressed through multiple styles of food production, integrated with a variety of public space uses.
- The public space should be a multi-use destination, a truly unique place in the Valley, and an example to be emulated by other developments and communities.
- Pedestrian connectivity is key and, if done right, can set the tone for the other developments along and around this section of Winchester Boulevard.

*See Placemaking Workshop memo for complete workshop notes

# PLACEMAKING PRINCIPLES



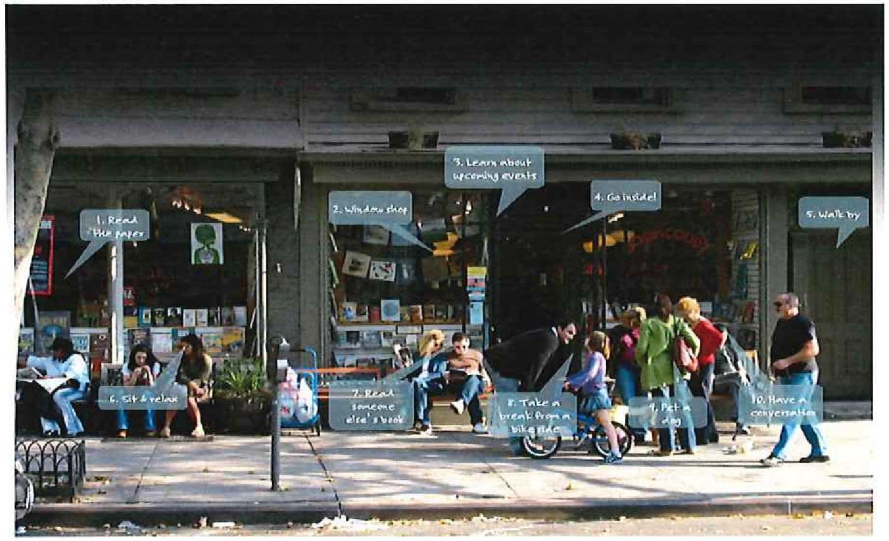
## 1. MAXIMIZE PUBLIC GROUND FLOOR USES

## 2. A LOT MORE 'HOOD' AND DIFFERENT KINDS OF 'AGRI'

## 3. CREATE STRONG ATTRACTIONS

## 4. MAXIMIZE VISIBILITY AND ACCESS

## 5. USE THE POWER OF TEN




## 6. CONSIDER INTERIM USES LIGHTER, QUICKER, CHEAPER

# CASE STUDIES

# CASE STUDY

## Mariposa District, Denver, Colorado

*Overview*

The Mariposa District is a redevelopment by the Denver Housing Authority (DHA) of the South Lincoln Homes neighborhood which provides affordable housing for low-to-moderate income residents on a 15.1 acre site. The original development was built in 1954 and was in physical distress, with deteriorating infrastructure, concentrated poverty, and crime and poor connectivity to the surrounding La Alma and Lincoln Park neighborhoods, downtown Denver (located 1 mile away), and adjacent 10th & Osage Light Rail station. The Denver Housing Authority purchased the site and began redevelopment in 2009 into a mixed-use, transit-oriented development with affordable housing and a focus on creating a safe, sustainable, and healthy neighborhood. Emphasis was placed on created strong pedestrian and bike connections to the neighborhood and creating a culture of healthy living with community gardens and related classes for residents. The DHA occupies office space in the development and provides services to the low-income residents.

The community needs assessment conducted indicated that there were food-access challenges in the community, with 55% of the community obese or overweight. To address this issue, DHA built community gardens first in the process and offered classes for adults about healthy eating and living. The public space and non-residential component of the development are focused around 10th Avenue. This active street features a large public art piece and leads to the Light Rail station. Townhomes and smaller scale buildings are located along Mariposa Street and create a transition, keeping character with the historic neighborhood to the east.

The first phase of the project constructed a senior housing unit and culinary school with community gardens—both built on a former brownfield site near the 10th & Osage St Light Rail station. The project was funded through a combination of funds from the Community Development Block Grant and HOME Investment Partnerships programs for Denver, state HOME funds, federal low-income housing tax credits, Affordable Housing Program funds from the Federal Home Loan Bank of San Francisco, DHA funds, and private loans. The neighborhood won EPA's 2012 National Award for Smart Growth Achievement.

*Project Scale*

15.1 acre site
800 housing units
24,500 square feet commercial space
0.4 acres elevated garden beds and planters
(1 acre designated for further development)

*Project Timeline*

2009 to present
3 of 9 proposed phases complete

*Project Features*

Residential Component:
Phase 1:

- 100 public housing units for senior and disabled household
- 8,000 square feet of commercial space
- DHA offices, a culinary training school, a computer lab, a nonprofit organization, and community meeting space.

Phase 2

- 93 rental residences consisting of public housing, privately managed low-income housing tax credit (LIHTC) units, and market-rate units
- 5,500 square feet of commercial space

Phase 3

- 87 market-rate, public housing, and privately managed LIHTC rental units
- 11,000 square feet of commercial space

Commercial Space Occupancy and Programming:

- **The Osage Café**: affordable healthy food, hosts the DHA Youth Culinary Academy where young residents get hands-on experience in a commercial kitchen and prepare for careers in the culinary industry
- **Arts Street**: non-profit focused on creative job training, develop and implement diverse career based educational programs
- **Catholic Charities Early Childhood Education Programs**: part of the Denver Preschool Program, provides preschool for all 4 year olds in the city regardless of neighborhood or socio-economic status
- **Youth on Record**: music education with goal of leveraging arts to inspire at-risk young people to re-engage in education and graduate, provide advanced job skills and opportunities in creative industries
- **Denver Botanic Gardens Urban Food Initiative Weekly Farmers Market**
- **The Bike Depot**: non-profit community bike shop that provides bicycling programs, classes and services

# CASE STUDY

## Pearl Brewery Redevelopment, San Antonio, Texas

*Overview*

The Pearl Brewery was a fixture of northern San Antonio, Texas since its founding in 1883. It was one of Texas's largest breweries during its heyday, operating as Pearl Brewing Company and later under the management of Pabst Brewing Company. Upon its closure, a local development company named Silver Ventures purchased the brewery's 22 acre site with ambitious redevelopment plans, a vision to transform the industrial brownfield into a mixed-use neighborhood including residential, dining, culture, arts, office, shopping, and recreation spaces.

Pearl Brewery is now a premier cultural and culinary destination, home to a campus of the Culinary Institute of America (CIA), a variety of national and regional nonprofits, and retail establishments ranging from a bookstore and bike shop to boutique clothing stores. There are no chain stores located at Pearl — all retail establishments are local businesses featuring local, artisanal goods. The development has 15 restaurants, many of which have head chefs who are graduates of the CIA. This connection bridges the CIA and the community while anchoring Pearl as a culinary and food hub.

The restaurants often participate in the neighborhood's music, festival, and private event programming. The development is also home to the year-round Pearl Farmers Market, open on both Saturdays and Sundays. The producer-only market has over 40 vendors and attracts a large following. This market and other programs take place in the development's three major public spaces: the Park/Amphitheatre, Parkito, and Plaza. PPS was retained by Silver Ventures in 2005-2007 and worked with MJMMG to develop a management plan that included recommendations for maintenance, security, hospitality, programming, marketing and promotion, commercial tenant management, and parking. This plan was implemented, and PPS was invited back in 2012 for additional consulting services.

Pearl has over 320 residential units, most of which are located in apartment buildings that border public spaces and have active ground floor uses like restaurants and shops. The retail activity pours out into these spaces, increasing their vitality. The Stables, an event space, and the Emma, Pearl's main hotel, also front public spaces and both benefit from and contribute to their vibrancy.

*Project Scale*

22 acre site
324 housing units
1.65 acres of public space

- Plaza: 0.4 acres (17,424 sq ft)
- Parkito: 0.2 acres (8,712 sq ft)
- The Park/ Amphitheater: 0.85 acres (37,026sq ft)

40,000 sq ft of event space
115,000 sq feet office space
70,000 sq ft of retail
50,000 sq ft restaurants

*Project Timeline*

Redevelopment: 2002-Present
PPS's services: 2005-2007, 2012

*Project Features*

**Event Space:**

Pearl Stable is a large event space used for a variety of business and social events. The Studio is a smaller space used for performing arts events, music and video productions, press events, social meetings, and business events.

**Office space:**

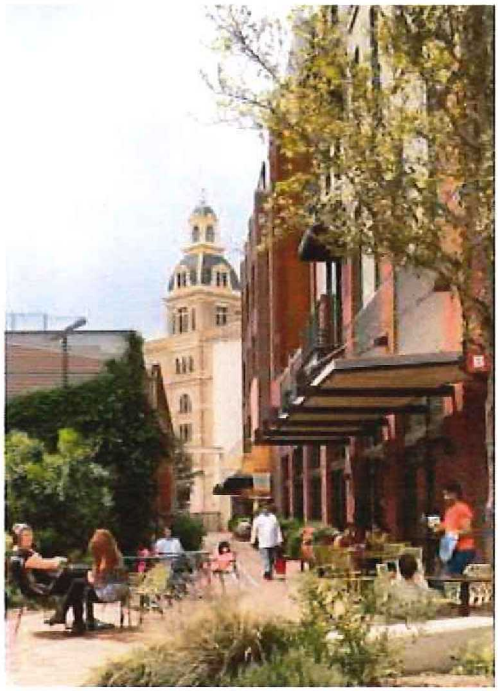
Several national and regional nonprofits are tenants at Pearl. Examples include:

- Culinary Institute of America

- Aveda Institute
- Texas Nature Conservancy
- San Antonio AIA
- San Antonio Architectural Foundation
- San Antonio Area Foundation

**Retail:**
Bike shop, book store, clothing boutiques, and artisan shops - all local businesses with goods that highlight San Antonio's culture.

**Restaurants:**
Most of the head chefs at Pearl's fifteen restaurants are graduates of the Culinary Institute of America. The institution supports the Pearl's mission to be both a formal and informal education center, where professional chefs are trained and patrons can learn about food culture. The development's restaurants have truly made it a culinary and cultural hub.



*Public Space Programming Features*

- **Farmers Market** with over 40 vendors, operating on both Saturdays and Sundays
- **Festivals**- TheTamale Festival, Paella Festival, and "Burgers and Beer" events showcase the development's culinary assets while activating its public spaces.
- **Music Series** like the Echale Music Series, featuring local artists that highlight San Antonio's Latin American culture.
- **Movie nights** in the Amphitheatre activate the Pearl's largest public space and promote use of the Riverwalk.

# CASE STUDY

## Jardins Gamelin, Montreal, Canada

*Overview*

The Place Émilie Gamelin was inaugurated in 1992 for the celebration of the 350th anniversary of the city. The park is bordered by Berri, Saint-Hubert, and Sainte-Catherine Streets, and De Maisonneuve Boulevard in downtown Montreal. The park was well known in the city as the starting point of many protests and demonstrations and central hangout for the city's homeless population. In April 2015 the downtown Montreal arts and entertainment district -Quartier des Spectacles Montréal-with support from the local Borough council-l'arrondissement de Ville-Marie-renovated the existing park by creating a seasonal gathering and garden space on the plaza. The renovations were intended to showcase urban agriculture, create a space for social cohesion around the garden and transform the space so all Montrealers feel safe and welcome, and to encourage peaceful co-existence.

The Quartier des Spectacles Montréal works in partnership with Pépiniere & Co a non-profit urban design firm to run all programming in the space. La Pepiniere develops self-managed collective spaces and activities with the goal of generating additional economic activity and new investment. The gardens, vegetable plots, and all related programming are operated by a non-profit urban agriculture organization, Sentier Urbain. The Jardins have planters filled with edible plants from Quebec's agricultural heritage, aboriginal farming techniques, and plants used for making dyes. Sentier Urbain cares for the planters and leads classes to teach about these elements.

*Project Scale*

About 2.45 acres –about half of that is grass year round and the other half is the plaza which is transformed into the Jardins in May each year.

*Project Timeline*

Inaugurated in May 2015
Seasonal: Open yearly May to October, everyday 7:30 AM to 11:30 PM
Construction of space starts 20 days prior to opening date

*Project Features*

Physical Infrastructure:

- repurposed shipping container bar and restaurant
- patio with lighting, seating and umbrellas
- stage
- urban agriculture areas and local produce market
- palette board planters and seating
- small green house
- free Wi-Fi

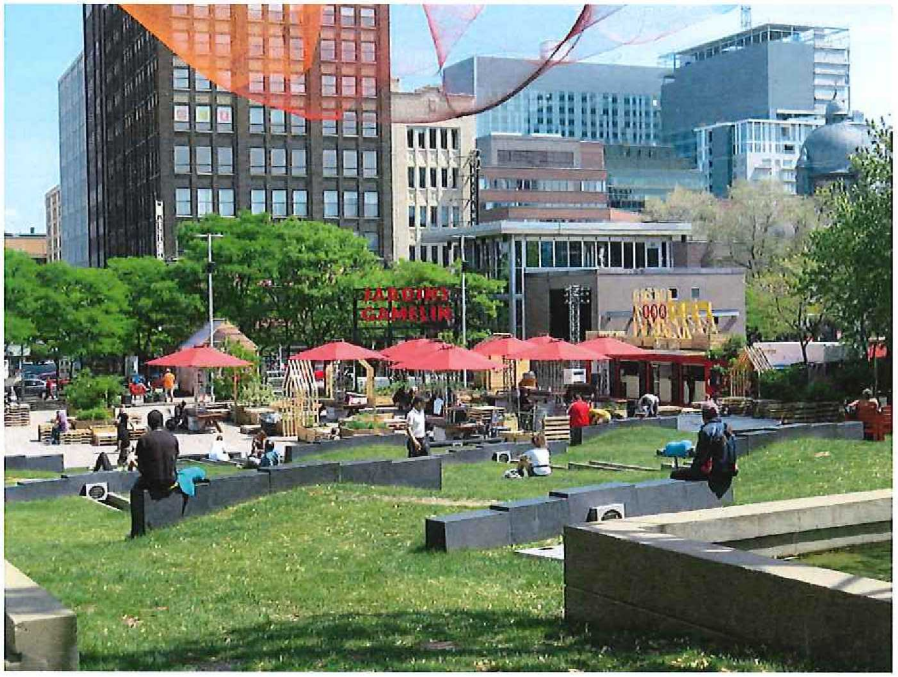
Art installations:

- 9 X [MTL] by Gabriel Poirier-Galarneau and Vincent Bilodeau: video projections on eight building facades, one of them adjacent to the Jardins
- 1.26 by Janet Echelman floating sculpture

Events and Programming:

- **Les jeudis de...:** weekly Thursday concert series featuring established artists
- **Miss DJ Series**: female dj sets during lunchtime
- **Concert découverte**: concert series featuring up-and-coming artists
- **Soul Lunches** with DJ Andy Williams
- **Salsa Folie** every Saturday
- **Karaoke** every Sunday afternoon
- **Urban Agriculture** workshops with Sentier Urbain Sunday afternoons
- **Family Sundays**: theater, circus, music, games

- **Movie Screenings** in partnership with Radio-Canada
- **Festivals** with exclusive programs for the Jardins: OFFTA, Montréal complètement cirque, Fierté Montréal Pride, Quartier Danses, the Festival international de littérature and Piknic Électronik
- **Tuesday Morning Yoga** classes
- **Lundi Chorale**: weekly community singing event, opportunity to sing in chorus with local choirs
- **Midi de L'escalier**: weekly Wednesday concerts



# CASE STUDY

## North Brooklyn Farms, Brooklyn, New York

*Overview*

North Brooklyn Farms was founded in 2013 with goals to increase Williamsburg, Brooklyn's access to green public space and sustainable, healthy food. The organization and its urban farm began in the temporary Havemeyer Park across the street from the Domino Sugar Company's long-standing refinery in Williamsburg, which closed its doors in the 2000s. The factory's physical footprint took up several city blocks, stretching along the East River, one of New York City's defining waterways, and Kent Avenue, a major street in Williamsburg. In 2015, North Brooklyn Farms moved from its original location to the waterfront Domino Sugar redevelopment site.

A central part ofNorth Brooklyn Farms's mission is to help the Williamsburg community reshape unused land into public spaces where people can connect with nature and one another through agriculture. The public spaces at the Domino Sugar redevelopment site, where the farm is now located, include a patio space, a lawn, and seating areas with shade trees. This place is where the group's events are held, and where visitors socialize with one another and with the farmers. The farm grows a variety of vegetables and heritage cultivars that are used by its chefs for public dining and private events.

North Brooklyn Farm's Sunday Supper series, a public dining program, is designed to build community and promote sociability. The dinners consist of three course meals at communal tables. Private meals can also be reserved on the farm for corporate events, parties, and pop-up dinners. Both public and private events are often coupled with music or dance, and can be held even in the winter months when the farm is closed. The farm's chefs partner with local restaurants to make this possible. The farmers also host volunteer opportunities on Wednesday and Sundays during the growing season, inviting local residents to learn about urban agriculture and contribute to this community space. These partnerships, and the hundreds of people the farm attracts each week for socialization, demonstrate the community building capacity and the social benefits of activated public spaces. Revenue from ticket sales for private and public events funds the organization's operations.

It is also important to note that North Brooklyn Farms coexists at its 308 Kent Ave location with Velosolutions Pumptrack Brooklyn, a nonprofit organization that operates a rider-pumptrack and a low-cost bike share. This group, formerly known as the Brooklyn Bike Park, also once operated at Havemeyer Park alongside the farm. The pumptrack offers visitors to this developing public space another interesting set of uses that elicit interest and evoke a sense of vibrancy.

*Project Scale*

The entire public space, including both the farm and pump track, is 0.55 acres in area (23,958 sq ft).

*Project Timeline*

2013-present

*Project Features*

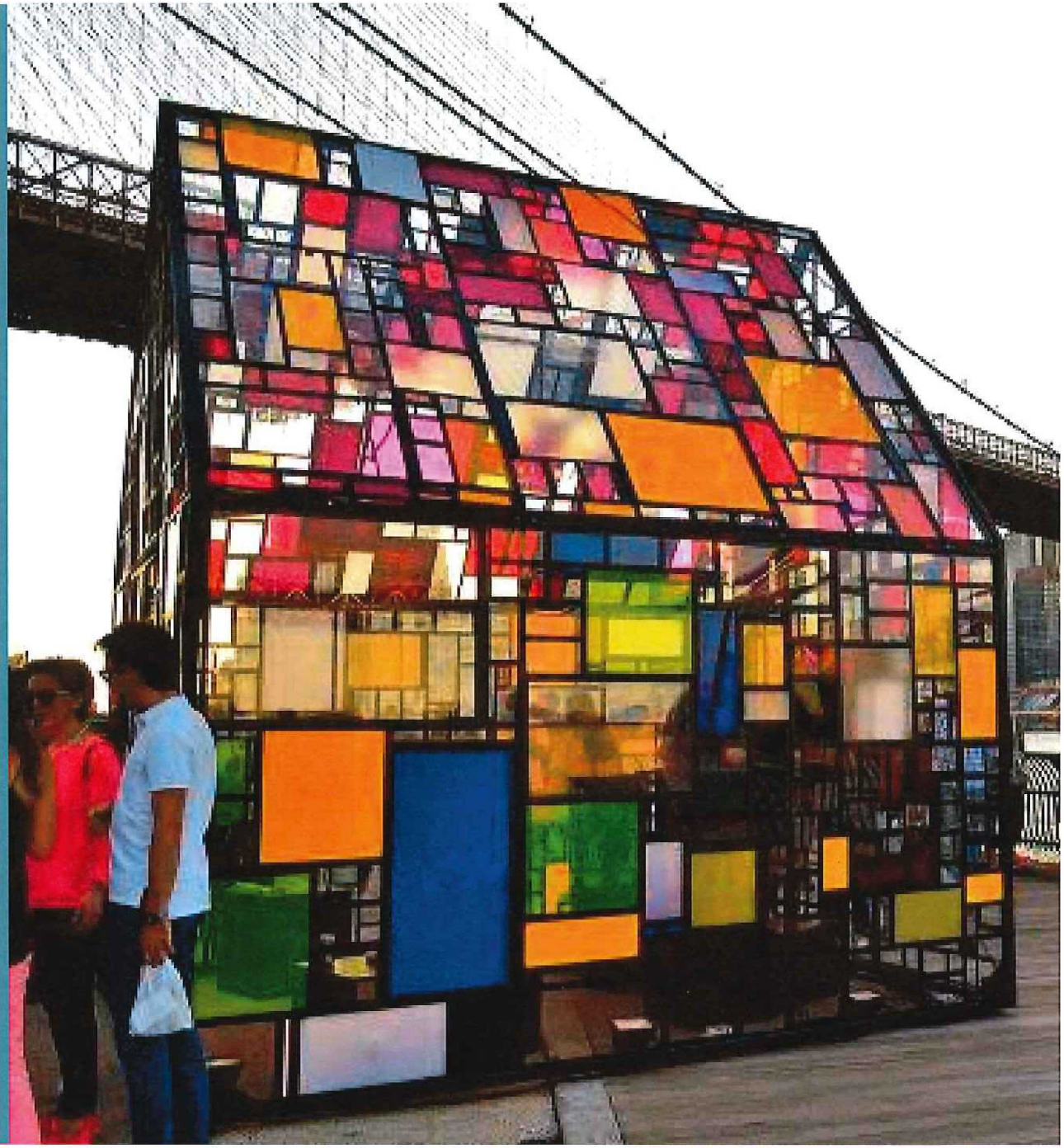
Physical Infrastructure:

- 0.09 acres of row farming (920 sq ft)
- 0.12 acres of lawn with event seating/ long communal tables (5,227 sq ft)
- 0.03 acres of seating mounds and lawn (1,307 sq ft)
- 0.02 acres of patio (871 sq ft)
- 0.29 acres of pump track adjacent to the farm (12,632 sq ft)

Events and Programming:

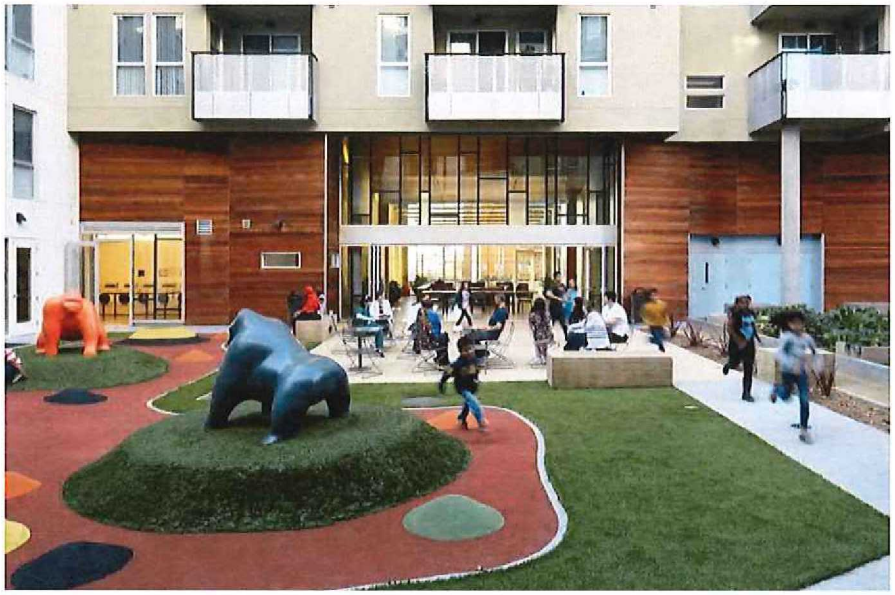
- **Dinner Series:** Sunday Supper dinner series, public music and dance events, and private event options.
- **Volunteering:** Weekly Volunteer and education opportunities to engage the local community.
- **Seating Amenities:** Communal tables, a patio, and lawn act as the gateway to the farm and the primary public space.
- **Landscape:** Gardens, flowerbeds, shade trees, and the farm itself make up the site's landscaping.
- **Openness:** The site is dog and family friendly.
- **Safety:** Hand washing facilities are located throughout farm to limit ingestion of soils, which can be contaminated from former land uses.
- **Pump track:** well-designed pump track managed by Velosolutions Pumptrack Brooklyn

# PUBLIC SPACE ELEMENTS



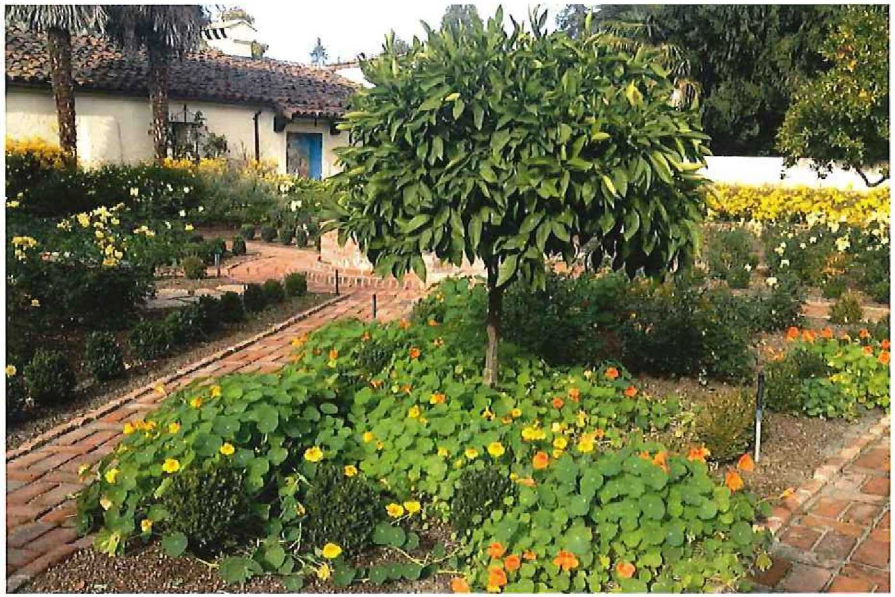
## ACTIVE EDGES

## COMMUNITY USES



## ORCHARD/GARDEN/TEACHING FARM

## THERE ARE MANY WAYS TO MAKE AN ORCHARD



## COMMUNITY PATIO

## FARM TO TABLE TERRACE AND KITCHEN

## OUTDOOR KITCHEN SPACE

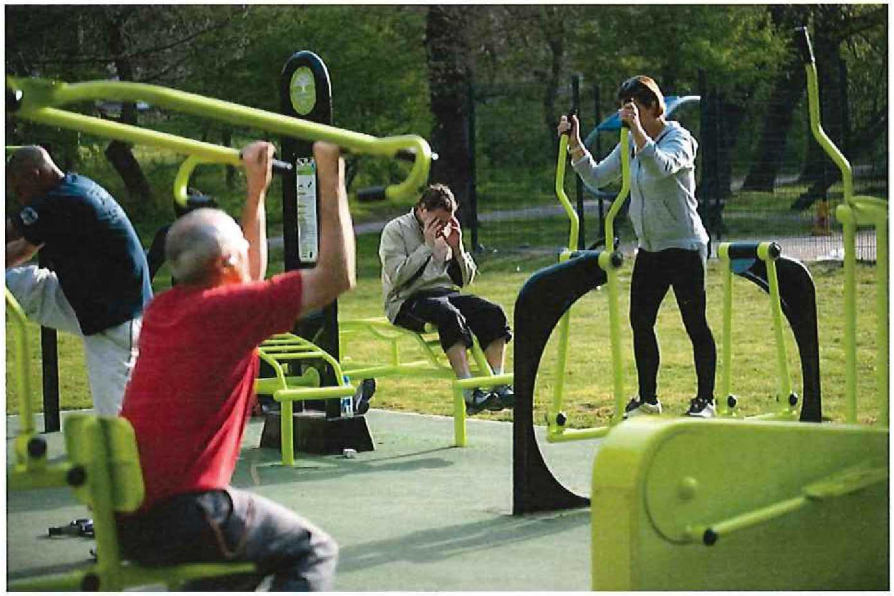
## PERFORMANCE AND SHOW AREA

## NATURAL AND STRUCTURED PLAY

## GAME AREA

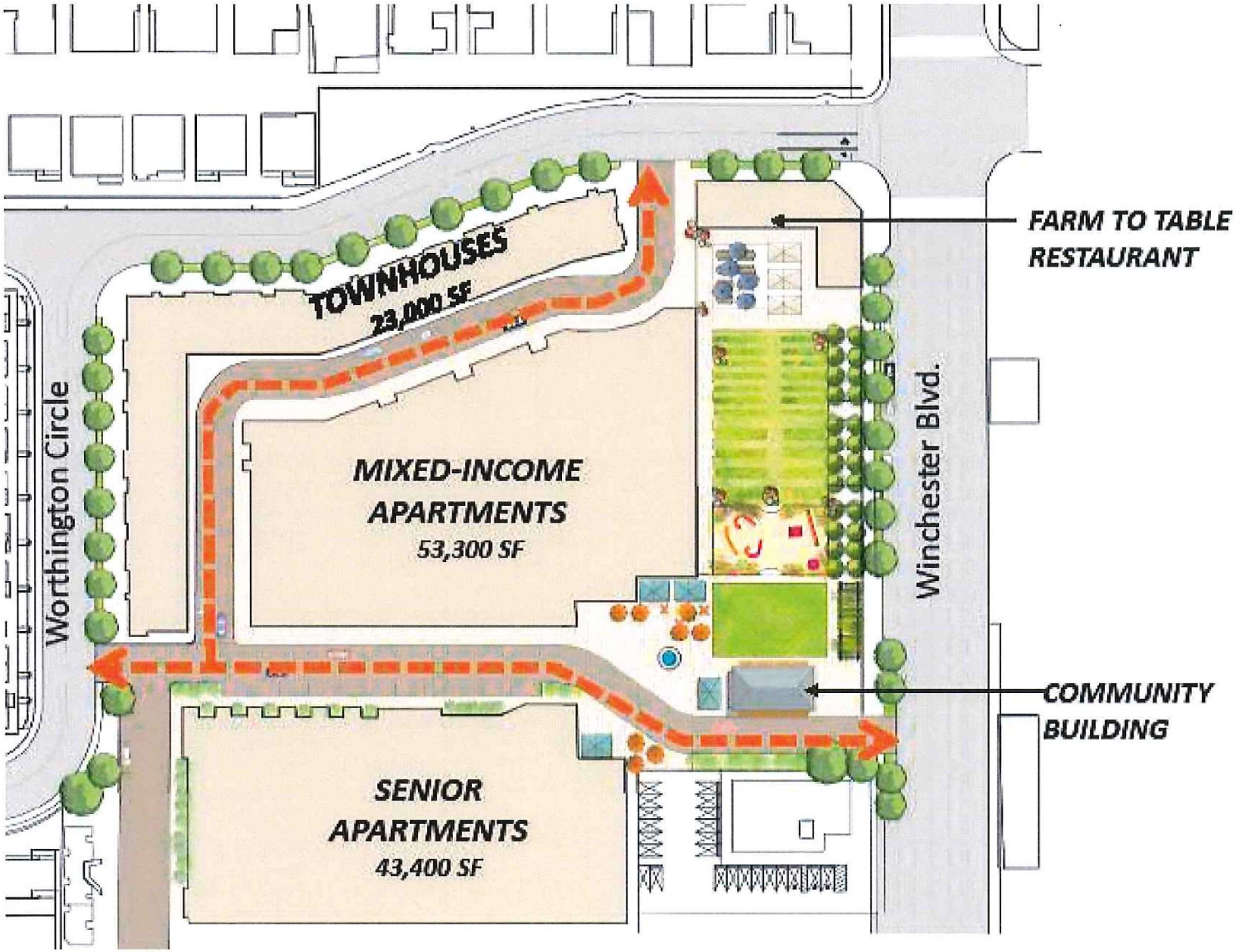
## INTERACTIVE ART FOCAL POINT

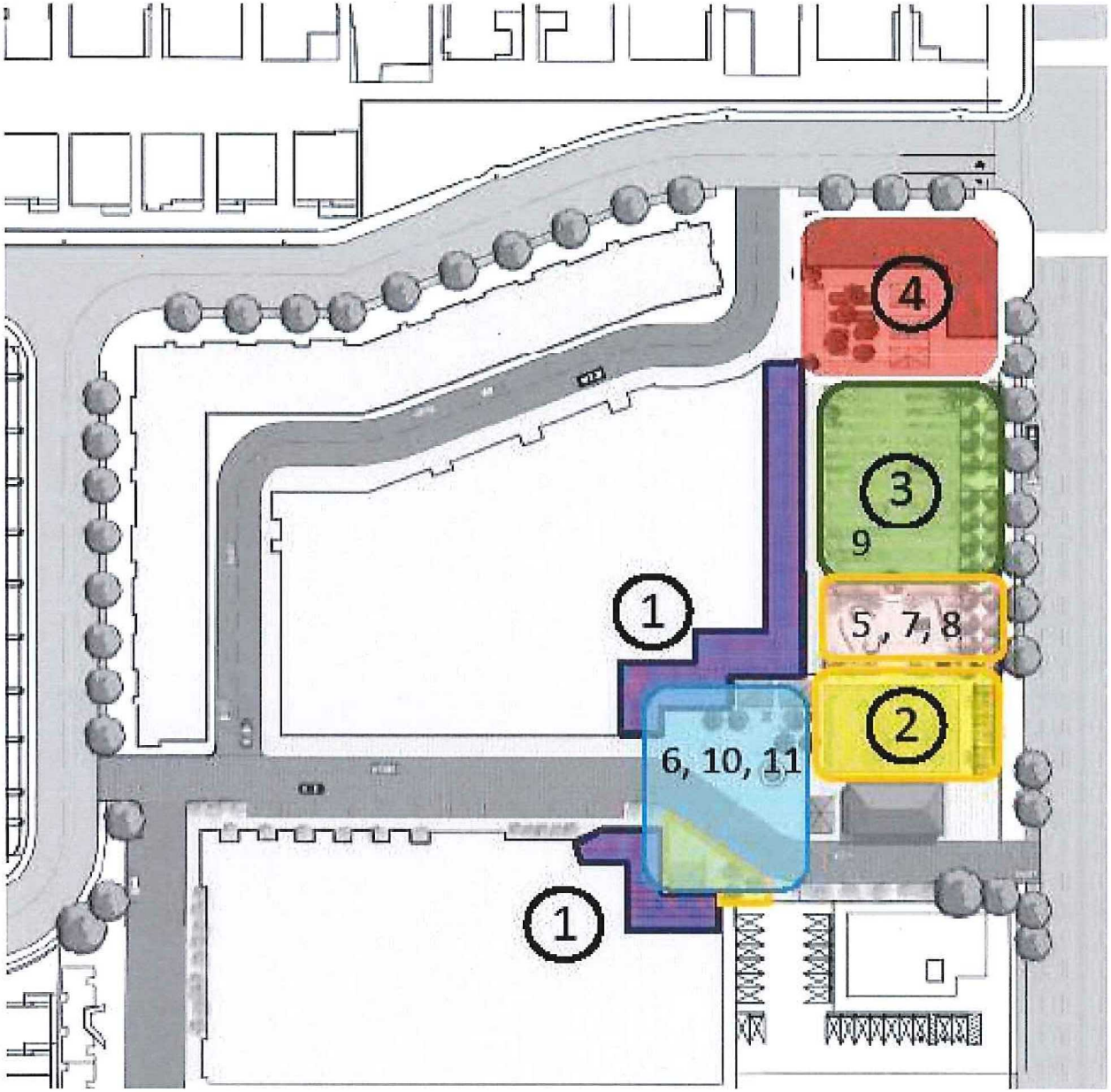
## ALL AGE EXERCISE



## PET AREA

# ALTERNATIVE PLAN


FARM TO TABLE
RESTAURANT
TOWNHOUSES
23,400 SF
Worthington Circle
MIXED-INCOME
APARTMENTS
53,300 SF
Winchester Blvd.
COMMUNITY
BUILDING
SENIOR
APARTMENTS
43,400 SF




Power of 10-Public open space:

1-Buildings active edges
2-Community patio and community kitchen
3-Orchard / garden / teaching farm/ Outdoor classroom
4-Farm-to-table terrace
5-Play area

6-Performance area
7-All age exercise Equipment
8-Game area
9-Pet area
10-Interactive art focal point
11-Water element

# APPENDIX WORKSHOP RESULTS

PROJECT FOR PUBLIC SPACES

# Placemaking Workshop

On Saturday, March 24, 2017, PPS conducted a Placemaking visioning workshop focused on the 90 North Winchester site. The purpose of the workshop was to reframe the public discussion of the proposed residential development around the huge potential and exciting opportunities of its public space, focusing on public goals and outcomes. The workshop also sought to identify existing programming needs and desires in the community that can help guide and prioritize ideas for the space.

Over 80 people attended the workshop at the Santa Clara Senior Center including area residents, council members, area stakeholders and interest groups, as well as city staff. The event began with an introduction by Mayor Lisa Gillmor and Community Development Director Andrew Crabtree. Paul Ring, VP of Development for the Core Companies briefly introduced the development process so far. Elena Madison and Philip Winn of Project for Public Spaces presented the principles of Placemaking, case studies relevant to the 90 Winchester Site, and introduced the parameters of the workshop activity.

Working in small groups of 6 – 8 people, participants were asked to answer a series of questions about the existing site, as well about their ideas for its future as a public gathering space under the categories of sociability, uses & activities, comfort & image, access & linkages, and next steps. Questions included:

1. What do you like best about this place? What are its best assets?

*Sociability*

2. Who is the new public space for? List all of the potential users of the place.

*Uses and Activities*

3. What types of activities could be provided to attract these user groups? Consider activities that are free of charge, paid activities, and commercial uses. (attend a concert, film, or gallery, eat at a cafe, ride on a carousel)

*Comfort and Image*

4. What physical elements would be required to support the activities that you have outlined above? (seating, shade, water feature, play element, public art, etc.)

5. What might be a specific identity that could define the meaning and experience of this place in the future? (e.g. history, arts and culture, the landscape itself, the location within the city)

*Access and Linkages*

6. What changes could be made that would make it easier for people to get here? (better transit, better crosswalks, clear entranceways, visible destinations, signage, etc.)

Consider all user groups (seniors, families, teens, disabled users).

*Next Steps*

7. What short term experiments could be implemented here soon to test these concepts and ideas?

Ten groups of participants facilitated each by Santa Clara city staff engaged enthusiastically in positive and energetic discussion of workshop questions. Each group summarized their recommendations and shared ideas with the rest of the group in short report-backs. The workshop concluded with brief final remarks from Andrew Crabtree on next steps and a lot of excitement about continuing the conversation.

The following themes emerged from the workshop:

- ***Sociability is a major goal: the new public space should be inviting to everyone not just residents, with special attention to inter-generational attractions and opportunities to draw-in "mall refugees".***
- ***The "Agrihood" concept should be expressed through multiple styles of food production, integrated with a variety of public space uses.***
- ***The public space should be a multi-use destination, a truly unique place in the Valley, and an example to be emulated by other developments and communities.***
- ***Pedestrian connectivity is key and, if done right, can set the tone for the other developments along and around this section of Winchester Boulevard.***

# Appendix

## Placemaking Workshop Notes

The following notes combine and synthesize all responses from the approximately 80 workshop participants in the March 25th public workshop. Items followed by numbers in parenthesis (#) represent multiple similar responses.

### Rate the Place

**1. What do you like best about this place? What are its best assets?**

- **History**
- **Walkability and Connections (3)**
  - Connected to other neighborhoods
  - Veterans close by- Opportunities to link the VA and businesses/ shopping to the site
  - Lots of transit and vehicular connections: 880, 280, 17, Winchester, SCB (3)
- **Proximity to Retail and Services**
  - Close to Santana Row and Valley Fair (4)
  - Close to groceries and pharmacy (2)
  - Near VA (3)
  - Near transit hub
  - Nearby park/playground
  - Safe housing nearby
  - Parking structures at Valley Fair could be shared
- **Location**
  - sun exposure
  - open space
  - highly visible on Winchester
  - Quiet
  - Good Size
  - Good shape
  - No buildings on site- vacant, blank lot
- **Community**
  - Cross generational mindset
  - Engaged community
- **Challenges**
  - No bike lanes, pedestrian facilities are hostile
  - Noise
  - Traffic, even in a car is hazardous and stressful

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## Identify Opportunities

*Sociability*

**2. Who is this place for? List all of the potential users of the place.**

- **Intergenerational (5)**
  - Children, teens, families, parents,
- **Seniors (6)**
- **Veterans (6)**
- **Current residents and neighbors from surrounding community (8)**
  - Mixed income
  - All cultures
- **Local consumers/shoppers from Santana Row and Valley Fair (5)**
  - Mall "refugees"-bored and tired
  - Mall employees on break
  - Visitors for shopping
- **Pets (3)**
- **For people who want to unplug**
- **Everyone/entire valley (4)**

*Uses and Activities*

**3. What types of activities could be provided to attract these user groups? Consider activities that are free of charge, paid activities, and commercial uses. (attend a concert, film, or gallery, eat at a cafe, ride on a carousel)**

- **Agriculture**
  - ag history museum
  - Bring in master gardeners, a docent teaching about agriculture, or volunteers
  - Field trips, working with schools
  - Education/ag history/cultures
  - Agriculture is part of history, identity
- **Gardens**
  - Community garden
  - Green House
  - Plant Club
  - Roof top open space for residents
- **Farmers Market and Dining (9)**
  - Diverse offerings from food ex. San Pedro Market

- Common seating amenities
- Café
- Juice bar

- **Water Elements (2)**
- **Open Space**
- **Fitness (2)**
  - Equipment
  - Classes: group dance, yoga
- **Cultural Events /Performing Arts/Classes and Programs**
  - Acting/stage
  - **Art Gallery and Public Art (4)**
  - **Festivals**
  - **Concerts (3)**
  - **Movies (7)**
- **Active Recreation and Play**
  - **Bike racks, safety, maintenance**
  - **Kids playground (2)**
- **Outdoor community activities**
  - Bocce
  - Ping Pong
  - Chess
  - Lessons/talks
  - Wisdom corner
  - Demo garden
  - Story time
  - Dining/picnics
  - Indoor/outdoor kitchen
  - Bicycles
  - Craft space
  - Virtual/micro library (goes hand in hand with story telling)
  - Bookmobile stop
  - Gaming tables
  - Painting area
  - Public Arts- rotate local artists (3)

*Comfort and Image*

**4. What physical elements would be required to support the activities that you have outlined above? (seating, shade, water feature, play element, public art, etc.)**

- **Transportation and Accessibility Infrastructure**
  - Pedestrian overpass
  - Bus stop
  - Bike parking
  - Bike lane barriers
  - Bridge over Winchester
  - complete streets, bike lanes, protected pedestrian crossing on Winchester
- **Seating (6)**
  - More seating next to ag area
  - Quiet spaces for sitting
- **Shade**
  - Mature trees (3)
  - Valley Oaks and Fruit Trees (historic tie in)
  - Umbrellas/awnings (4)
  - Arbors and trellises (2)
- **Public Art**
- **Historical Markers**
- **Stage/Amphitheatre**
  - Mobile stage
- **Classroom**
- **Play and Learning Areas for Kids**
  - Petting zoo, free range chickens
  - Place for kids to get dirty
  - Play area
- **Kitchen (3)**
- **Composting (2)**
- **Water feature with drought tolerance**
- **Permeable surfaces (recharge groundwater)**
- **Accessible power for music/ cooking**
- **Accommodate pets**
- **Misters/sprinkle fountains**
- **Children's garden**
- **Retail below housing**
- **Handicap access features**
- **Grass/park like environment**

- **Meadow not lawn**
    - Curving- not so square
- **Windmill/ water column**
- **Walking paths**
- **Kiosks**

**5. What might be a specific identity that could define the meaning and experience of this place in the future? (e.g. history, arts and culture, the landscape itself, the location within the city)**

- Agriculture(10)
- History, People, and cultures that worked
- Work with veterans
- Plants used by different cultures
- Urban Retreat
- Urban farm
- Barn
- BAREC History
- Open to everyone
- A valley of hearts delight (water tower, train element, cannery (fruit)
- Windmill
- Signage
- arbor, entryways, grapes, orchard, fruit
- Mission
- bicycle imagery
- tech/innovation
- memorial/walkway/monument
- honor vets and seniors
- Small agricultural garden for food to table with local residents and restaurants
    - Demonstration gardening
    - Urban farming, bayckyard
    - Productive farming

*Access and Linkages*

**6. What changes could be made that would make it easier for people to get here? (better transit, better crosswalks, clear entranceways, visible destinations, signage, etc.)**

**Consider all user groups (seniors, families, teens, disabled users).**

- **Pedestrian Access and Infrastructure**
    - Bridge over Winchester- other intersections improved
    - Elevated walkway from Valley Fair to site with signage
    - Crosswalks at all intersections
    - Wider sidewalks
    - Curved walkways Connect Valley Fair and Winchester
    - Be careful of bridges
    - Chicanes/ protected crosswalk- showcase ped safety
    - Better crosswalk- HAWK promenade
    - Interactive walking paths that don't infringe on privacy
- **Shuttles**
- **Lyft/Uber drop off**
- **Zip Car/ care share**
- **Bike Infrastructure**
    - Bike racks
    - Bike share
    - Bike shop
    - Bike lanes on Winchester- need 280 crossing too
- **Signage**
    - Sidewalk markers
    - Signage/art
- **Seniors**
    - Walk slowly
    - Emergency access/ mobility for ambulance/ elderly
- Smaller building blocks
- Location of senior building, locate along Winchester
- Cut out the "U" in the podium buildings
- Make sure everything is ADA compliant
- Visual- mental transition- connection
- Better bus stop
- Forest undercrossing
- Access from "Midtown" neighborhood to the open space

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**Next Steps**

**7. What short term experiments could be implemented here soon to test these concepts and ideas?**

- **Food and Agriculture**
  - Farmers Market (9)
  - Food trucks (4)
  - Farm Stand
  - Children's race
  - Hay bales
  - Seasonal events
  - 4H/ animals
- **Classes and Workshops**
  - Outdoor fitness, yoga, tai chi
  - Cooking classes, local food
- Show movies in empty field- agriculture history
- Lay sod
- Umbrellas and chairs (4)
- Remove fencing
- Temporary trees
- Outdoor art
- Temporary art installation
- Petting zoo
- Grass
- Parking agreement with VSO to support temporary uses (and for Valley Fair)
- Integrate VSO site
- Public facing amenity near existing residential area
- Bring green space to current residents
- Mural/ art installation along perimeter
- Family Day
- Lightweight sports (bocce, ping pong, etc.)
- Summer garden
- Garden/ flower swap
- Pop-up playground

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## Stakeholder Meeting Notes

The following notes combine and synthesize input from two stakeholder meetings with Midtown Village residents and the Winchester Neighborhood Action Coalition on March 24th.

Traffic, Parking, and Safety concerns:

- Insufficient visitor/guest parking
- Street access and on-street parking are a big concern
- Because of single access to Midtown Village (cul-de-sac plan) neighbors are worried about waiting on multiple light cycles at Winchester because of additional traffic

- Walkability is a good thing but we live right here and we will be directly impacted.
- Biking is not really an option because there is too much traffic on Winchester and distances are too far to area destinations

Density and Perception/Aesthetics concerns:

- The buildings look like prisons
- It just seems like too much – it doesn't fit
- Concerned about blocking air/light and privacy to the homes adjacent to the new development
- Isn't there a better way to do it – one larger building and more open space?
- Some group members suggested exploring taller buildings along Winchester as a way of diminishing the perceived negative impact on the adjacent existing houses.

Public Space Comments:

- Neighbors were fine with the urban agriculture idea in theory but don't see much in it for themselves
- They like the feel of Parkway Park on Forest Ave.
- The proposed public space feels too congested

General Concerns and Questions:

- Neighbors felt under-notified
- At the last public meeting Midtown Village and area residents felt they were outnumbered by Agrihood supporters from other places and their concerns were not heard.

The representative of the Winchester Neighborhood Action Coalition (Kirk Vartan) raised some additional concerns and questions:

- Why aren't the veteran's site and other surrounding properties being included in conversations about the development proposal?
- Can there be neighborhood retail and commercial uses brought into the proposal?
    - Coffee shop / bakery / bike shop / sandwich shop
- The development needs to support a Mixed used / intergenerational / mixed income community through progressive design / long-range thought
- Better connectivity with surrounding properties and neighborhoods for pedestrians
- More bike infrastructure and areas designated for bike share / car share