

"We need meaningful activities for the well-being of youth and seniors."

San Jose's citywide and regional parks protect and interpret the City's natural and cultural resources for the enjoyment of all residents. Citywide/regional facilities have unique features that attract visitors from throughout the City and region. These facilities are managed, operated and maintained by Conventions, Arts and Entertainment, Visitor Services & Facilities Division. Varying in size, these parks provide both passive and active recreation and may include:

- Trails and park chains;
- Cultural heritage gardens;
- Zoo;
- Museums and historic sites;
- Amusement parks;
- Golf courses;
- Hillside open space;
- Lakes and water activities; and
- A variety of special events and celebrations hosted in regional facilities.

The Visitor Services & Facilities Division of Conventions, Arts and Entertainment also provides a large variety of programs and services within the City's regional parks and community facilities, including operation of special attractions, reservations, interpretive programs, fee activities, and San Jose Family Camp. Park Rangers offer interpretive programs in parks, schools, and at special events. In 1998, over 24,000 youth participated in 800 programs offered by Park Rangers in city schools. Special events, such as Christmas in

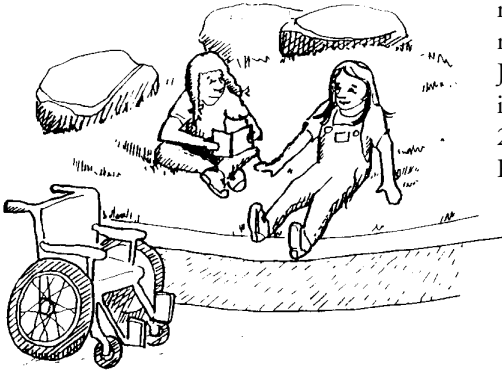
the Park and the San Jose Holiday Parade, are attended by thousands of Bay Area residents and tourists. These special events represent the interests and diversity of the community, provide positive family activities, and promote a positive image of San Jose's quality of life.

The core service areas of Visitor Services & Facilities Division are to:

- Manage, operate and market regional parks, gardens, and special attractions;
- Plan and implement capital improvement projects for these facilities;
- Provide Park Ranger Services, such as rules enforcement, educational outreach programs, park conservation activities, fire suppression, and visitor services;
- Foster and develop partner organizations and community input processes; and
- Administer and produce special events in regional parks.

This chapter provides specific citywide and regional strategies for each strategy category described in Chapter 2. These strategy categories include the following:

- Programs and Services;
- Parks and Open Space;
- City-wide Trails;
- Recreation Facilities;



- Public Outreach; and
- Resource Development.

A. Programs and Services

Park Ranger Services

- A1. Increase Park Ranger Services to support the addition of new parks and facilities. The following goal for staffing is recommended:
- One Park Ranger to 50 developed acres for parks with an annual visitation rate of 300,000+ and complex park operations, such as fee collection, parking operations, and visitor services programs. One additional Park Ranger would be added for each 100,000 annual visitors above the 300,000-visitor standard.
 - One Park Ranger to 250 undeveloped acres or 20 miles of trails, property or open space.

Park Reservations

- A2. Increase the number of reservable picnic sites in regional parks without creating a negative impact to the site.
- A3. Develop two additional large corporate picnic areas to accommodate 500 to 1,000 people.
- A4. Include reservable picnic sites in all future regional park master plans where feasible.
- A5. Implement a computerized parks reservation system that can be accessed via the internet to improve customer service.

Special Event Program and Permits

- A6. Maintain the special event permit system to ensure that parks accommodate both event use and informal use.
- A7. Develop a 10- to 20-acre special event site to accommodate 5,000 to 100,000 people in downtown San Jose. The area should provide a combination of turf and hardscape, adequate parking, event infrastructure, and good regional access.

Christmas in the Park

- A8. Work with the Christmas in the Park non-profit organization and continue development of the program and display.

San Jose Holiday Parade

- A9. Increase sponsorships for parade units.
- A10. Acquire a title sponsor.
- A11. Continue "Live" television coverage.
- A12. Continue community involvement and high quality parade units.

Regional Park Programs and Services

- A13. Expand regional park programs and services to support visitors including:
- Day and summer camps
 - Education centers
 - Water features and pools
 - Happy Hollow Zoo

- Museums
- Cultural gardens
- Concessions
- RV parks
- Park Ranger Services
- Fishing
- Special events
- Sailing
- Open water swimming
- Golf
- Amusement park
- Family camp

B. Parks and Open Space

Complete Existing Citywide/Regional Park Master Plans

B1. Complete the Almaden Lake Park Master Plan.

The following elements of the Master Plan have been completed:

- East side park development, including parking, restrooms, two group picnic areas, open turf areas and an entrance station. Concrete pathways connect the features. A pedestrian bridge over Los Alamitos Creek links the east side to the west side of the park.
- West side park development, including parking, picnic areas, a swim beach and turf strip, open turf areas, an entrance station, a large play area,

restrooms, and connecting pathways.

Elements of the Master Plan yet to be developed include:

- An additional group picnic area and a smaller family picnic area on the east side.
- The ribbon of turf along the east shoreline running from the parking lot to the northeast corner of the park.
- Play areas on the east side.
- The marina complex, including boat rental, floating docks and a launch ramp on the east side.
- Permanent maintenance and ranger offices.
- A bridge near the existing Coleman vehicle bridge.

B2. Complete the Alum Rock Park Master Plan.

The following elements of the Master Plan have been completed:

- The trail element, including reduction of 7 miles of trails and renovation of 13 miles of existing trails.
- Visitor Center.
- Renovation of the Mineral Springs area.
- Approximately 500 parking spaces.

The following elements of the Master Plan have yet to be completed:

- A main entrance on the west boundary at Penitencia Creek Road.

- Establishment of an alternate route for residents living off Alum Rock Falls Road.
- An interpretive center in the quarry area.
- Restroom renovations.
- A new maintenance facility.

B3. Complete the Edenvale Garden Park Master Plan.

The following elements of the Master Plan have been completed:

- A parking lot that services both the park and the conference center.
- Paved pathways throughout the park.
- An active-use area that includes 3 tennis courts, a sand volleyball court, and a picnic area.
- A public art area.
- Landscape and irrigation, including formal lawns, ornamental shrubs, trees and ground cover.

The following elements of the Master Plan have yet to be completed:

- Park infrastructure improvements, including utilities, grading, drainage, and additional parking lots.
- The pond, boardwalk, island, and multipurpose meadow area.
- The play area, amphitheater, maintenance building

and maintenance yard.

- A restroom, additional picnic area, pergola, and pathways.
- A main park entrance, including the "Train Station" gateway and additional parking.
- Saddlebrook Street improvements, including planting, sidewalk, and fencing.
- The arboretum orientation area and trail connections.

B4. Pursue the approval of Guadalupe Gardens Master Plan.

The Master Plan has not yet been adopted pending FAA and City Council approval.

The following elements of the Master Plan are described below to provide an overview of the draft Master Plan.

- Demonstration gardens with educational themes, such as agricultural or landscaping techniques.
- Community gardens for use by residents or local schools.
- A garden center structure, which will be used as a visitor center and office space.
- A grass meadow.
- Street landscaping along street frontages or major thoroughfares.

- Parking orchards - small islands of parking that will provide access to key use areas.
- A pathway system linking key use areas and providing access to Guadalupe River Park.
- Educational facilities that interpret park features, wildlife, or other environmental topics.
- Park maintenance facilities.

B5. Complete the Guadalupe River Park and Garden Master Plan.

The following elements of the Master Plan have been completed:

- Discovery Meadow and Arena Green event venues.
- A paved riverwalk running the length of the developed park.
- Sister Cities seating areas along the riverwalk.
- Veteran's memorial.
- The Carousel, children's play area, Skater's Art and Visitor Center at Arena Green.
- Park landscaping in developed areas.

The following elements of the Master Plan have yet to be completed:

- The Monopoly in the Park theme garden.
- Water flow and recreational improvements between St. John Street and Coleman Avenue.
- The McEnery Park water theme children's play area.
- An additional play area at Arena Green.

B6. Complete the Kelley Park Master Plan.

This park also includes the Japanese Friendship Garden, Happy Hollow Park and Zoo, and History Park, which have individual master plans. This strategy highlights overall Kelley Park improvements. Improvements to areas within the park that have individual master plans are listed as separate strategies.

The following elements of the Master Plan have been completed:

- Ongoing infrastructure renovations and upgrades, including turf and irrigation in main picnic areas.
- A major water filtration and recirculation system for the koi ponds in the Japanese Friendship Garden.
- Redesign and renovation of the main parking lot and entry road serving developed areas on the west side of Coyote Creek.
- A new parking lot and entry on the west side of Coyote Creek.
- Restroom and maintenance shop replacement adjacent to the Japanese Friendship Garden (under construction in 2000).
- Installation of the historic trolley track along Senter Road.
- Recycled water system for landscape irrigation.

The following elements of the Master Plan have yet to be completed:

- Demolition, grading, capping, drainage, and fill to

close the Roberts Avenue landfill.

- Development on the east side of Coyote Creek, including frontage improvements, parking lots, lighting, walkways, bridges, picnic areas, a natural science exhibit, a cultural heritage garden, restrooms, shade structures, entry kiosks, signs, planting, and irrigation.
- Development of neighborhood-serving amenities, including grading, drainage, play areas, pathways, planting, irrigation, and lighting.
- Development on the west side of the Coyote Creek, including a levee, pathways and equestrian trail, entry plaza, signs, lighting, planting renovation, historic Kelley House renovation, restroom building, and other amenities.

B7. Complete the Happy Hollow Park and Zoo Master Plan.

The following elements of the Master Plan have been completed:

- Ongoing infrastructure renovations.
- Upgrades to amusement rides.
- New and renovated zoo exhibits.
- A new food and beverage concession facility.
- Expansion of the zoo service area.
- Upgrade of animal care facilities.
- Improvements to administrative work areas and maintenance facilities.
- A corporate picnic area.

The following elements of the Master Plan have yet to be completed:

- Interim improvements, including the gift shop, infrastructure elements, utilities, special event area, lighting, and signature ride.
- Amusement area improvements, including site preparation, infrastructure elements, utilities, restrooms, snack bar, amusements and rides, train station, puppet theater/amphitheater, paving, fencing, and control gates.
- Zoo area expansion and improvement, including site preparation, infrastructure elements, utilities, animal exhibits, animal holding and isolation areas, staff area, maintenance facility, animal health care building, restrooms, Tree of Life and interpretive center, paving, fencing, and landscaping.
- A new entry area, including site preparation, administration/education building, entry gate, gift shop, café, plaza paving, landscaping, and related amenities.
- A flood protection berm between the zoo and Coyote Creek.
- Improvements to the existing zoo, including site preparation, utilities, commissary building, maintenance/office building, restrooms, and paving.

B8. Complete the History Park Master Plan.

The following elements of the Master Plan have been completed:

- Ongoing infrastructure renovations and upgrades.
- The Portuguese Imperio.
- Relocation and renovation of the Santa Ana one-room schoolhouse.
- Recycled water system for landscape irrigation.
- Relocation and Phase I renovation of the historic Hill House.
- Interior renovations to the historic Markham House (currently underway).

The following elements of the Master Plan have yet to be completed:

- Museum mission improvements, including archives and collection facility, retail and interpretive shops, Greenawalt House tenant improvements, and miscellaneous buildings.
- Facility improvements, including large and small group picnic areas, parking, entrance plaza and amphitheater, visitor center, irrigation improvements, and orchard/vineyard zones enhancement.
- Enhanced museum experience improvements, including completion of downtown zones, city hall replica, plaza expansion, and food service facilities.

B9. Complete Lake Cunningham Park Master Plan.

The following elements of the Master Plan have been completed:

- General park development, including park entrances, turf, trees, landscaping, corporate picnic facility, picnic areas, restrooms, marina, concession building, pathways, roads, parking and maintenance facilities.
- Raging Waters water theme park, including water slides and attractions, restrooms and showers, concessions, amphitheater, and beach areas.
- Approximately 50% of the planned perimeter landscaping.
- Perimeter road connection.
- Construction of the bridge, linking current and future parking areas.
- Additional parking area (currently underway).
- Prominent visual landmarks with a water-related theme have been constructed at park entrances.

The following elements of the Master Plan have yet to be completed:

- Perimeter landscaping.
- An emergency access road.
- Swim lagoon.
- Amphitheater.
- Restroom.

- Park headquarters building.
- Food concessions building.

B10. Complete the Municipal Rose Garden Master Plan.

The following elements of the Master Plan have been completed:

- New and renovated irrigation systems.
- Replacement of old site furnishings with Victorian architectural style benches, drinking fountains, and trash receptacles.

The following elements of the Master Plan have yet to be completed:

- A restroom building on the south side of the Rose Garden that will be consistent with the park's historic character and fully handicapped accessible.
- Renovation of the existing Men's room as a maintenance/storage building.
- Decorative paving through the center of the park.
- Antique style security lighting.
- Stage restoration.
- Removal of the existing chain link fence, which will be replaced with fencing that matches the character of the ornate fencing at the Naglee entrance.

B11. Complete the Overfelt Gardens Master Plan.

The following elements of the Master Plan have been completed:

- Turf, trees, shrubs, pathways, restrooms, irrigation, an information kiosk, palm grove wedding area, rose garden, iris garden, and memorial fountain.
- The Chinese Cultural Garden, including the Friendship Gate, the Sun Yat-Sen Memorial Hall, the Chiang Kai-Shek Pavilion, the Plum Pavilion, and the statue of the Chinese philosopher Confucius.
- Three percolation ponds covering five acres.
- Planting of the California Wild Area to create wildlife habitat.

The following elements of the Master Plan have yet to be completed:

- Site improvements, including grading, earthwork, utilities, irrigation, planting, and park amenities.
- Conservatory.
- Botanical center, including an administration building, library, and conference building.
- Demonstration gardens, including display pavilion, Overfelt House renovation, greenhouses, and research building.
- Orientation/observation decks.

B12. Complete the Prusch Park Master Plan.
The following elements of the Master Plan have been completed:

- Renovation of the farmhouse and construction of the meeting hall, barn and animal pens, community gardens, agricultural areas, plant science education facilities, picnic areas, open turf and landscaping, irrigation, pathways and parking areas.
- Construction of the Ethel and William Prusch, Jr. Multi-Cultural Arts Center.
- Relocation of the LeFevre House and Carriage Barn to Prusch Park in 1990 (Renovation of these structures is pending future funding allocations).

The following elements of the Master Plan have yet to be completed:

- Renovation of the LeFevre House for public use, including farm area, demonstration kitchen, gift shop, and caretaker quarters.
- Renovation of the Carriage Barn for farm equipment storage and blacksmith demonstrations.
- Knox Avenue realignment, fencing, and landscaping.
- Permanent parking lot improvements adjacent to the Multi-Cultural Arts Center.
- Play area.
- Expansion of the existing parking lot.

- Heirloom vegetable garden.
- Grape arbor and gazebo.

Additional Citywide/Regional Parks

- B13. Acquire additional citywide/regional parks in Evergreen, West San Jose, Downtown, and Coyote Valley.
- B14. Expand Alum Rock Park.
- B15. Acquire and develop citywide/regional parks in the Urban Reserve Area in the Coyote and Almaden Areas.
- B16. Develop a store/counter space at the New City Hall for public outreach.
- B17. Develop a new citywide/regional park, Recreation and Wellness Center for persons with disabilities, or a sports complex at Tully Stables.
- B18. Develop a sports complex at Singleton landfill.
- B19. Preserve hillsides for open space and recreational use.

C. Citywide Trails

- C1. Work with other agencies to establish a connected regional trail system that provides over 100 miles of trails.
- C2. Add recreational amenities along the trail corridors, such as benches, water fountains, and call boxes.

D. Recreation Facilities

- D1. Partner with Santa Clara County and the Santa Clara Valley Water District to develop additional amenities at Hellyer and Penitencia Creek Parks.
- D2. Partner with community colleges and San Jose State University to develop recreational facilities, including the possibility of a Recreation and Wellness Center for persons with disabilities.
- D3. Acquire and develop a dedicated site for large festivals.
- D4. Expand and improve festival sites throughout the City.
- D5. Develop additional reservable group picnic areas.
- D6. Develop a citywide sports complex to provide softball and soccer opportunities.
- D7. Develop a sailing facility at Lake Cunningham.
- D8. Develop open water swimming at Lake Almaden.
- D9. Develop a water theme park in west San Jose.
- D10. Expand Happy Hollow Park and Zoo.
- D11. Renovate San Jose Family Camp.

Golf Facilities

- D12. Complete development of the Tuers-Capitol Golf Course.
- D13. Develop a feasibility study of area demographics, player participation rates, market area competition, and comparable facilities to identify the market for golf facilities prior to any further golf course development.

E. Public Outreach

- E1. Increase ranger and zoo interpretive outreach programs at schools and neighborhood centers to provide environmental education and promote regional facilities.

F. Resource Development

Forming partnerships with non-profit organizations is one of the basic philosophies that guided the development of the Visitor Services & Facilities Division a decade ago and it continues to guide its current operations. There are three basic strategies that guide these partnerships:

- F1. *Develop partnerships that provide direct benefits to an existing facility, such as fundraising programs and capital improvements.* An example is the Happy Hollow Corporation and its work in fundraising through the annual Snowfest and Fun Run events, zoo membership program, and rental of strollers. These funds are applied back to the park and zoo to support capital improvements, training of staff, and marketing activities. The Division has several existing partnerships of this type:
 - Prusch Foundation and its efforts in assisting the Division in realizing the vision of Emma Prusch;
 - The Friends of the Guadalupe River Park and Gardens in developing community awareness and support for the City's newest recreational and flood control facility;

- The Friends of Family Camp who work with the City on major capital improvement projects and fundraising for a campership program to send families to this facility in Tuolumne County; and
 - Christmas in the Park non-profit organization whose mission is to fundraise and support an annual exhibit of holiday-themed animated displays in the City's premier downtown park, Plaza de Cesar Chavez.
- F2. *Develop partnerships for service or program provision and/or facility management.* In some cases, the City receives some financial compensation. Examples of this type of partnership include:
- The San Jose Giants manage and operate the Municipal Stadium. When home games are not played here, the Giants rent the stadium for community events, concerts and other athletic events.
 - The Hayes Renaissance Conference Center is operated and managed by the Network Conference Company. This partnership began with the rehabilitation and renovation of the historic Hayes Mansion. The facility provides needed meeting and function space for small to mid-sized groups, and is available for community and other special events.
 - Raging Waters, a water-themed recreational facility, leases a portion of Lake Cunningham Park and returns annual rental payments to the City.
 - Fishing in the City, a publicly supported program, offers free fishing instruction and clinics to youth and their families at parks throughout the state.
 - Youth Science Institute, located in Alum Rock Park, offers educational programs and activities centered on the park's unique habitat and environment.
 - History San Jose manages and operates the Fallon Peralta complex in downtown San Jose and History Park, located on the southern end of Kelley Park.
 - San Jose Sharks organization (Arena Management) provides for the maintenance and operation of the carousel located in the Arena Green section of Guadalupe River Park. The carousel was made possible through a generous donation by the Sharks Foundation.
- F3. *Develop partnerships with non-profit cultural organizations for the development of unique facilities representing various cultures.* Examples include:
- The Cultural Heritage Garden Program began with the Japanese Friendship Garden constructed over 40 years ago to commemorate the City's sister city of Okayama, Japan. Its most recent addition is the Mexican Heritage Garden and Plaza. Staff is currently developing a Vietnamese Cultural Heritage Garden, working with plans for the Vietnamese community.
 - The Ng Shing Gung Temple was entirely underwritten by the non-profit Chinese Historical

Cultural Project organization. The temple is a replica of a temple that once stood in San Jose's Chinatown, but was destroyed by fire. This replica building is on the grounds of History Park, a 14-acre facility that reconstructs and presents an earlier period of the City's history.

- Swimming;
- Fishing; and
- Sailing.

Other Resource Development Strategies

During the development of the strategic plan, the following additional strategies for resource development were identified:

- F4. Raise funds to repair the large inventory of historic structures within the regional park system.
- F5. Establish a grant writer staff position for regional parks and special facilities.
- F6. Encourage private development and operation of new facility types, such as an extreme sports center, water recreation facility, etc.
- F7. Update the business plan for special use facilities to determine how to create revenue streams that will support facility upgrades and expanded use for environmental education and youth development, such as:
 - Happy Hollow Park Zoo;
 - Municipal Golf Course;
 - Family camp;
 - Summer camps;

Detailed Improvements

Twenty-year costs for citywide and regional capital improvements and maintenance are provided in Appendices B and C. A ten-year plan for staffing is provided in Appendix D.