

Open Space & Placemaking

Open Space & Placemaking

4 DRAFT



Figure 4-1: Open Space Park Concept Plan

Note: This conceptual rendering does not represent a final design. It was developed to convey the intent and vision for the park. This illustration demonstrates the importance

of placemaking elements and qualities that could support the design of an accessible community-focused park space. For specific policy direction, see Policy 2-2 in this Chapter.

DRAFT

This Chapter guides creation of new publicly-accessible open spaces and placemaking elements within the Berryessa BART Urban Village. This chapter identifies opportunities for new parks, plazas, and public art that can enrich recreational experience and quality of life for existing residents and future residents as further development occurs in the Urban Village.

INTRODUCTION

At the same time, this chapter highlights the location and character of Coyote and Penitencia Creeks as existing open space assets that offer public recreation opportunities within the defined boundaries of the Urban Village and that can be integrated towards an open space system that works for the entire Urban Village as a whole. The goal is to capitalize on this open space system to provide cultural amenities and recreational experiences that enrich the quality of life for existing and future residents as well as visitors. A holistically-designed open space system will:

- Ensure the proper functioning of active and passive recreation uses within the Urban Village
- Foster vitality and success of residential and commercial developments
- Enhance the sense of place by reinforcing Coyote and Penitencia Creeks as landmarks that reinforce community identity
- Ensure a seamless connection with an enjoyable, attractive, walkable, and bikeable public realm
- Enable the functioning of alternative transportation modes through its integrated trail system

Sections of this Chapter provide guidance on the development of parks, open space, and trails; placemaking and public art; and wayfinding elements.

Parks, Open Space, and Trails

DRAFT

Whether as recreational parks or riparian corridors, open spaces greatly contribute to the positive identity, visual character, and appeal of a place. Together with high-quality native landscaping, green stormwater infrastructure, street furniture, and public art, open spaces can provide much needed opportunities for community recreation and social interaction.

The Berryessa BART Urban Village Plan's vision for dense development limits sites for open space and large recreational sites and the need for parks and recreational opportunities will increase with this new development. The village is partially framed by natural assets such as Coyote Creek and Penitencia Creek. These riparian corridors have existing or planned trails that will link to the City's growing Trail Network; offering additional recreation and open spaces beyond the Urban Village.

The Berryessa BART Urban Village is envisioned to have a vibrant and well-connected parks and open space network. The existing road and streetscape, as well as the BART tracks, discourage pedestrian and bike access. This Plan promotes pedestrian and bicycle connections throughout the Urban Village, with sidewalks, paths and bikeways leading to the two trail systems, parks, plazas, and open spaces. As San José focuses on the design of denser development patterns in Urban Villages, opportunities for open space must be identified to provide adequate open space for the anticipated future growth.

The four districts have varying opportunities for open space and recreation:

- The Flea Market South District will have several opportunities for open space including a plaza just west of the BART station, an central park area (see Figure 4-1), and family-friendly park with off-street connections to the Coyote Creek and Penitencia Creek trails and open space. Both trail systems are developed within the riparian channel zones and offer visual open space to residents. Opportunities to enjoy passive or active use of the riparian zones will often be limited to the paved trail area.
- The Facchino District is envisioned to have a neighborhood-serving park, joining two other neighborhood-serving parks currently under development north of Berryessa Road.
- The Berryessa and Lundy District has a small footprint and will support smaller plazas or pocket parks.
- The East District has a smaller footprint and will support smaller plazas or pocket parks.
- Figure 4-2 illustrates the existing assets and opportunity sites in the Berryessa BART Urban Village.



Figure 4-2: Parks and Open Space Network

Existing Assets

DRAFT

The Berryessa BART Urban Village currently suffers from a shortage of public parks and recreational opportunities relative to the number of residents, workers, and visitors to the area. Within the Urban Village, the recreational assets are:

- Coyote Creek runs generally north-south for the length of the City of San José, with a completed Master Plan for a Coyote Creek Trail system. The Coyote Creek Trail is planned and partially developed, ultimately extending from the San Francisco Bay to the City of San José’s southern boundary providing views of the waterway, and urban and rural settings. This trail is currently partially developed through the Urban Village. The public can access the trail system from south of Chessington Drive to Berryessa Road (0.25 mile). At this time, there is no regional recreation/ travel potential until further development to the north and south, which is consistent with an

approved Master Plan. The Coyote Creek Trail system is designated as part of the Bay Area Ridge Trail and is a designated National Recreational Trail.

- Penitencia Creek consists of four miles of paved and gravel sections and following Penitencia Creek from Coyote Creek, through Penitencia Creek County Park, Berryessa Park, and partially through Alum Rock Park. The trail has been constructed from King Road to the Berryessa/North San José BART Station. Opening of the trail is planned once the station is operational.

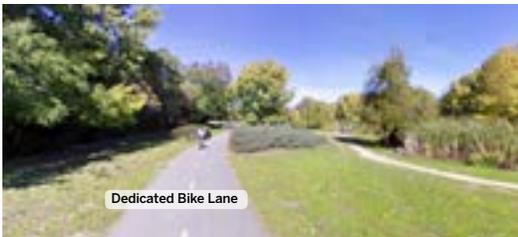
There is no existing master plan for the trail segment from the BART Station to Coyote Creek. Valley Water is working on restoring and enhancing a continuous riparian corridor between Coyote Creek and Upper Penitencia Creek, including habitat enhancement and flood management strategies. Valley Water is also coordinating with the City’s Park and Recreation Department in finding a suitable alignment for a connected trail that will not have a detrimental effect on the creek



Coyote Creek trail: NEar oakland Road



Surface Parking



Penitencia Creek: County Park



BART Station



Penitencia Creek: Near N. King Road

habitat. The Penitencia Creek Trail system is designated as part of the Bay Area Ridge Trail and is a designated National Recreational Trail.

- Mercado Park is a master planned 3.6-acre neighborhood-serving park that will consist of a large play lawn, two playgrounds, a picnic area, and other passive, active and contemplative spaces. The park is currently under construction and set to open in 2020.
- Approved Park #1 is a planned 3.6-acre neighborhood-serving park directly adjacent to the Coyote Creek Trail at the corner of Bruzzone Way and Mercado Way. Planned improvements include a large play lawn, perimeter walking path, picnic area, dog park and other amenities.
- Approved Park #2 is a planned 1-acre neighborhood-serving park located to the southeast quadrant of the Urban Village with Newbury Park Drive to its north and Dobbin Drive to its south. No site planning has occurred at this time.
- There are also several recreational open space facilities just outside the Urban Village that can serve surrounding residents with off-street connectivity upon development of the trail systems. Given the auto-oriented nature of the neighborhood, residents may tend to travel outside of the Urban Village for recreational opportunities. Walking and biking to parks given the length of blocks and limited number of facilities, substantial portions of the Plan Area lack easy access to playgrounds, public sports courts, and quiet spaces for more contemplative activities. The closest parks, open spaces, and trails to the Berryessa BART Urban Village within approximately 0.5 miles of the Urban Village boundary are:
 - North Coyote Park consists of 16.5 acres of passive open space along Coyote Creek.
 - San Jose Municipal Golf Course is a 150.0-acre public golf course along planned Coyote Creek Trail.
 - Townsend Park is 7.7 acres with a picnic area, three play areas including a water play feature, adult fitness area, two tennis courts, and a horseshoe pit.
 - Vinci Park is a 2.6-acre park that abuts Vinci Park Elementary School. It has two onsite playgrounds, picnic area, lawns. Additionally, the public can also access a playground the school site.
 - Commodore Park consists of 2.6 acres with two play areas, one adult fitness area, picnic area, and a parking lot and is adjacent to the Penitencia Creek.
 - Berryessa Community Garden is a 1.8-acre community garden adjacent to the Penitencia Creek along open Penitencia Creek Trail.
 - Penitencia Creek County Park is a linear park along the Penitencia Creek just outside of the Urban Village boundary that encompasses 163.0 acres and includes a nature center, picnic area, paths, and trails with Coyote Creek Trail developed within the park and open to the public.
 - Overfelt Gardens & Chinese Cultural Garden is 32 acres featuring Asian cultural structures, such as statues and pavilions. In addition, there are picnic areas, restrooms, and a parking lot.
 - Watson Park is 26.6 acres with two play areas, a basketball court, soccer field, picnic area, restrooms, parking, and a dog park which is to be connected via future Coyote Creek Trail development.
 - Luna Park is a 1.2-acre park that has a play area and picnic area.
 - Five Wounds Trail is an identified route along excess railway right-of-way (pending completion of BART Development) with likely connection to Coyote Creek Trail near Watson Park.

Several opportunity sites for parks, open space, and trails have been identified in this Urban Village. These opportunity sites, if approved as park space, will undergo stakeholder and community engagement process for the future planning of the spaces. Community input is a core component of the planning for park development.

Park spaces will be designed according to the guiding principles of ActivateSJ, the City's Parks Strategic Plan:

- Stewardship: Take care of what we have and invest for the future
- Nature: Protect, preserve and promote outdoor spaces for all people
- Equity & Access: Embrace people of all ages, cultures and abilities
- Identity: A premier parks, recreation and neighborhood services system
- Public Life: Promote community spaces for a safe, fun and healthy San José

Trail development will build upon the guiding principles and follow guidance via the San José Trail Program Toolkit for planning & design (Chapter 4), Caltrans Highway Design Manual, VTA Bicycle Guidelines and other related documents that support San José's high standard for trail development.

The opportunity sites are listed below but are not limited to this list.

1. BART PLAZA

In the South Flea Market District, a plaza just west of the North San José/ Berryessa BART is planned. This plaza is envisioned as a largely hardscaped space to accommodate the thousands of transit users going to and from the BART station.



BART Plaza

2. CENTRAL PARK

A second open space on the South Flea Market District just west of the BART Plaza is envisioned to be privately owned and maintained, but publicly accessible and may include some retail and a mix of hardscape and greenery. Public seating, games, and art are possible amenities to be provided on this opportunity site for residents, workers, and visitors to mingle. This site may also allow for markets and other seasonal events to draw a regional weekend audience. (See conceptual image at the top of this chapter).

3. CREEK PARK

A third recreational open space is envisioned for the South Flea Market District that would connect the BART Plaza and Central Park to the Coyote Creek Trail system. The Creek Park opportunity site is envisioned to be a family-friendly open space that connects the active residential and commercial district to regional trail connections

4. COYOTE CREEK & UPPER PENITENCIA CREEK

Valley Water is these preparing flood management plans which would include restoration of habitat of local flora and fauna. The City collaborates with Valley Water to pursue recreation and trails as part of this work. Trails on both creeks will connect

DRAFT



Central Park



Creek Trails



Multi-use trails

and provide an enjoyable and safe pedestrian and bicycle experience with lush native greenery, multi-use trails, safety lighting at under-crossings, gateway features, pedestrian bridges and interpretive signage. The interconnection between Coyote Creek and Penitencia Creek Trails is particularly challenging due to the existing (and to be preserved) Berryessa Road Under-Crossing and development of under-crossings beneath planned roadways. The Coyote Creek Trail master plan discusses the interconnection but further work required as flood management plans are developed, and new roadways were not known during trail master planning and accommodation is required.(see Figure 4-3 and 4-5 for the cross sections of both creeks)

5. FACCHINO PARK

A neighborhood serving park is planned for the north end of the Facchino District. It is expected to offer recreational and passive improvements to compliment other park offerings in the Urban Village.

6. PRIVATELY-OWNED PUBLIC OPEN SPACE (POPOS)

This opportunity is identified as a potential POPOS because the Berryessa & Lundy District is identified as a part of the Urban Village with barriers to open space and the least open space access. Due to the small footprint of the District, a POPOS is most appropriate for this opportunity site.

Additionally, two triangular open space areas (called Triangle Gateway Parks, just for reference, see Figure 4-2) exist on the road that runs north/south between the commercial land and residential land on the Flea Market South District. One gateway park is located to the north of the Flea Market South District, adjacent to Penitencia Creek. The other gateway park is located towards the south of the Flea Market South District where the road meets Sierra Road. Note that both triangular open space areas are planned to have a stormwater management function and not a park recreation function, however, they will serve as visual placemaking elements (i.e rain gardens) that reinforce the open space system in the Flea Market South District.

Image sources: www.theolinstudio.com/david-h-koch-plaza-metropolitan-museum-of-art, www.compass.com/listing/279-281-filbert-street-san-francisco-ca-94133cameraandacanvas.com, cherry-blossoms-in-washington-dc/beltline.org/visit/trails/

Coyote Creek & Upper Penitencia Creek

DRAFT

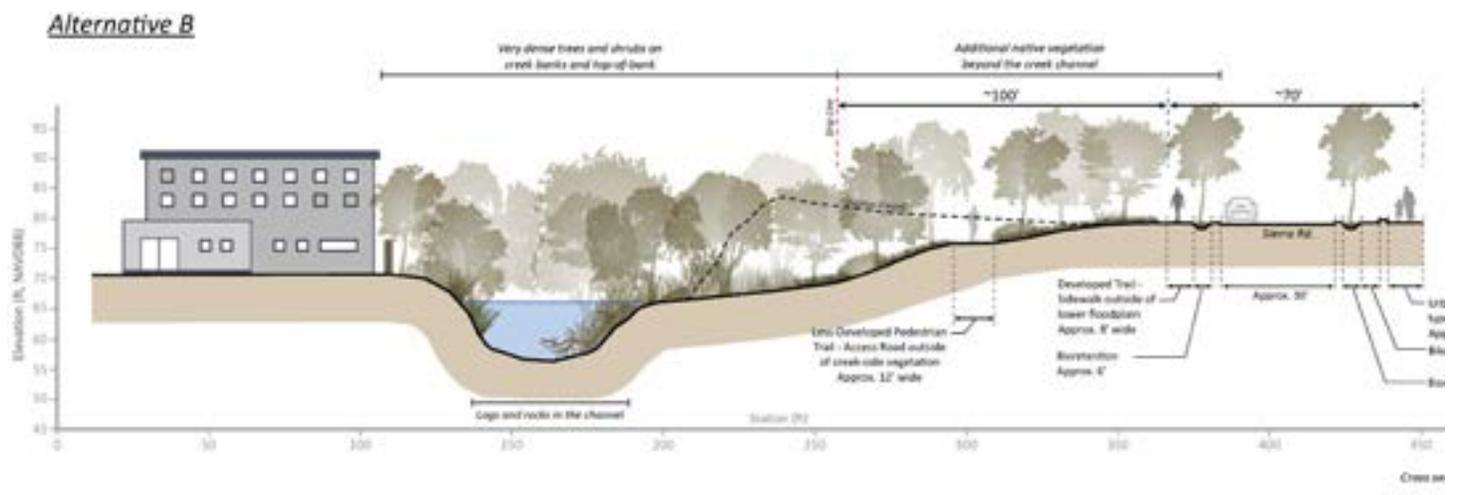
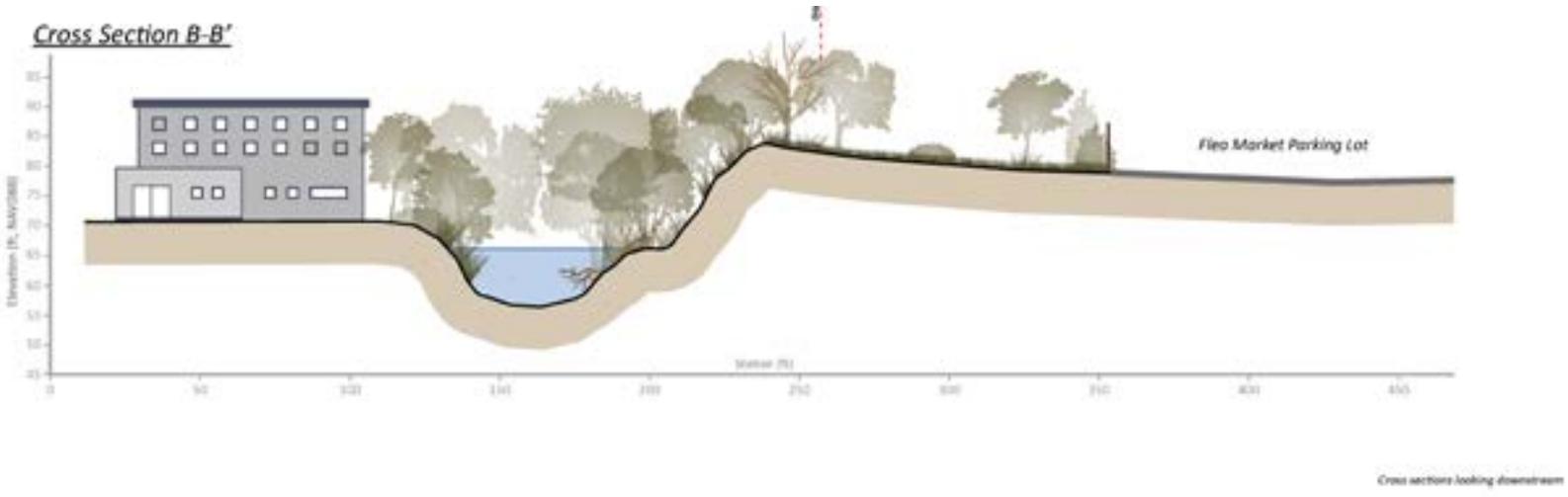


Figure 4-3: Coyote Creek - Proposed

DRAFT

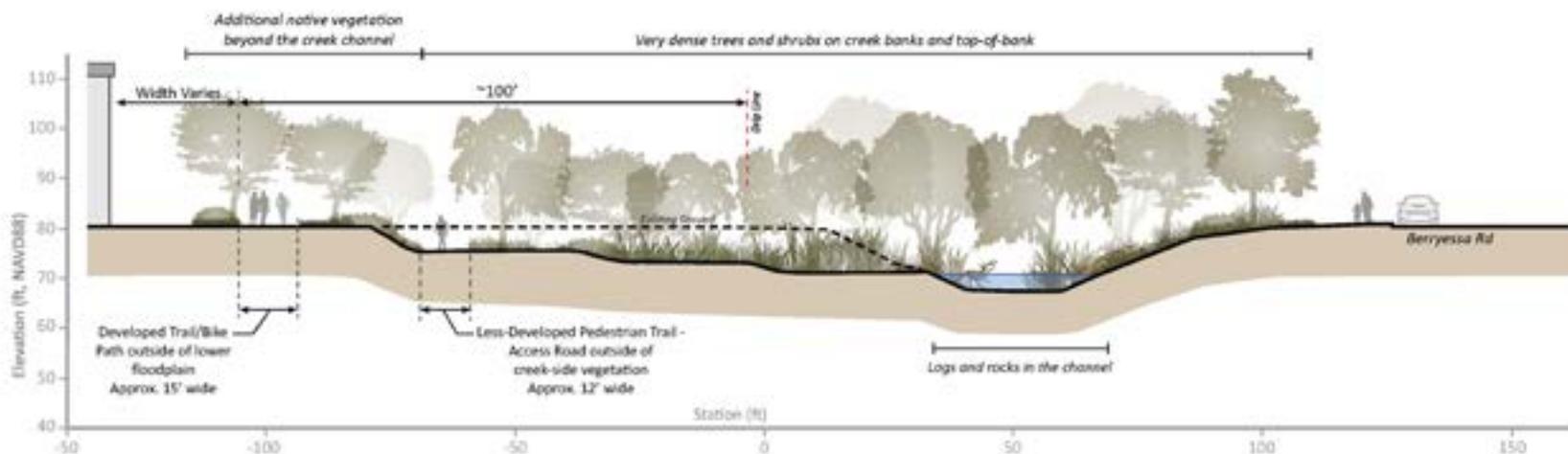


Figure 4-4: Upper Penitencia Creek - Proposed Cross Sections

Open Space and Placemaking Goals

DRAFT

Goal OS-1:

Create public parks and plazas that are attractive and vibrant and provide places and connections for community activities and interaction that contribute to the livability of the Berryessa BART Urban Village. (Stevens Creek UV)

Policy OS-1.1: Provide a system of parks and plazas that serves the needs of both the existing and future Berryessa BART Urban Village residents and surrounding community. (West San Carlos)

Policy OS-1.2: Ensure that parks and plazas attract residents and visitors by being highly-visible, highly-permeable, comfortable, well-designed, and pedestrian friendly. (West San Carlos)

Policy OS-1.3: Ensure that the riparian corridors along Penitencia and Coyote Creeks are restored, preserved, and enhanced, integrating a trail system that is not detrimental to the riparian corridors.

Policy OS-1.4: Ensure that parks and plazas are accessible for all people regardless of age ability, or income.

Policy OS-1.5: Neighborhood parks should be designed and configured in a manner that provides secure and usable and attractive open space and maximizes accessibility to the surrounding community. (Stevens Creek Blvd)

Policy OS-1.6: Strengthen the interconnectivity of parks and recreational open spaces by utilizing the Coyote Creek and Penitencia Creek trails.

Policy OS-1.7: As properties near the Berryessa/North San José BART station develop with higher-intensity uses, the City, community, and private developers should facilitate the creation of pocket parks within new development.

Policy OS-1.8: Support the redevelopment of excess land (e.g., large landscaped buffers, setback areas, extra rights-of-way, etc.) into useable active or passive pocket parks through a joint use agreement with the property owner and the City of San José or other appropriate mechanism.

Policy OS-1.9: Integrate adequate shade using landscaping or shade structures in park designs.

Policy OS-1.10: Integrate green stormwater infrastructure into park designs to improve the quality of the adjacent and nearby creeks and to increase opportunities for public education.

Policy OS-1.11: Encourage the development of parks with active recreation areas, such as bocce courts, pickle ball courts, and basketball courts.

Policy OS-1.12: The future design and programming for the central park in the South Flea Market District will be guided by the Goals and Policies of this chapter, ActivateSJ, and community engagement. The future design can include suitable retail or vendor spaces that activate and support the park function, provided that these sites do not limit recreational activities in the park as determined by the City's Parks, Recreation and Neighborhood Services department.

Action Item OS-1: Seek supplemental financial resources for the design, construction, and maintenance of these important and area-defining gathering spaces.

Goal OS-2:

Promote the development of permanent, interim, and temporary public plazas in appropriate locations when opportunities arise. (Alameda UV)

Policy OS-2.1: The existing San José Flea Market may continue operations as a transitional commercial use until construction for higher-intensity uses begins.

Policy OS-2.2: Locate plazas in areas that will support community events such as farmers' markets, art fairs, live music concerts, and other periodic special programming, which can be served by nearby parking.

Policy OS-2.3: Locate plazas adjacent to commercial businesses such as retail, coffee shops, and restaurants. Encourage such uses to spill out into the plaza through features such as restaurant seating areas and outdoor displays of shop merchandise.

Policy OS-2.4: Integrate temporary or permanent art installations, and other decorative, colorful, or enlivening features, as part of any plaza.

Policy OS-2.5: Locate public plazas so that they will be completely visible from at least one street frontage and, where applicable, be at least 50 percent visible from a secondary street frontage.

Policy OS-2.6: Support holiday events, food or craft markets, temporary public art installations or exhibits, and even music and dancing, to make interim/temporary plazas vibrant centers of activity, and neighborhood and regional destinations.

Policy OS-2.7: Interim plazas should have a defined edge with large fixed objects and a durable material for the plaza surface. Movable furniture, umbrella shade, electrical access, heavy planters, granite blocks, and bollards (to mark the edge of the space) can be incorporated into the space. Any street furniture can be painted, stained, or treated with a water seal to enhance its visual appeal and longevity, and should be well maintained.

DRAFT

Goal OS-3:

Create publicly accessible, but privately owned and maintained urban plazas and paseos to provide the area with additional public spaces. (Santana Row UV + Stevens Creek UV)

Policy OS-3.1: As properties are developed and redeveloped, work with the community and private developers to facilitate the creation of publicly-accessible and highly-visible plaza(s) within the new development.

Policy OS-3.2: Privately-owned publicly accessible open spaces should clearly demonstrate a recreational benefit to the residents and visitors of the Urban Village and not just to commercial businesses that need outdoor seating areas.

Policy OS-3.3: Consider the reduction of required private open space in residential development when public open space is significantly increased, well designed, and useable.

Policy OS-3.4: Ensure that privately-owned, publicly accessible open spaces have adequate access easements, and the spaces are designed to be easily recognizable as publicly-accessible. (South Bascom)

Policy OS-3.5: All new development shall incorporate some amount of publicly accessible open space, such as plazas and pocket parks, or small areas for seating, into their development that is privately owned and maintained. (Stevens Creek Blvd)

Policy OS-3.6: Privately-owned publicly accessible open spaces shall be on the ground level, maximize sunlight exposure, maintain a visual connection from the public realm, and be adjacent to at least one street, paseo, or public park edge.

Policy OS-3.7: Integrate art and cultural activities in commercial development and any Privately Owned Public Open Space.

Goal OS-4:

Improve the riparian corridor along Coyote Creek and Penitencia Creek to restore the habitat of native plants, native fish and animals, and migratory birds in collaboration with Valley Water.

Policy OS-4.1: Promote the use of native and/or drought tolerant vegetation in new parkland development and other sustainable landscaping practices (e.g., Bay-friendly landscaping) that minimize irrigation and runoff, promote surface infiltration, minimize the use of pesticides and fertilizers, and support regional habitat, including pollinators and bird species.

Policy OS-4.2: Explore the provision of passive recreation activities along the Coyote Creek and Penitencia Creek but outside the habitat areas or vegetated edge, as delineated in environmental studies such as the City's Riparian Corridor Policy Study and the Riparian Corridor Protection and Bird-Safe Design City Council Policy.

Policy OS-4.3: Utilize nature interpretive signage along the Coyote Creek and Penitencia Creek trails to educate residents and visitors about local flora and fauna, green stormwater infrastructure, importance of trash reduction, and integrated pest management practices.

Policy OS-4.4: Explore the integration of green stormwater infrastructure and flood management solutions into passive recreation opportunities.

Policy OS-4.5: Ensure that Coyote Creek Trail links to the existing trail system to the north and future trail system in the south of this creek.

With several parks nearby, several parks underway and two partially developed trails systems within the Urban Village, and several open space opportunity sites, open spaces within this Plan are envisioned either on publicly-owned (City or Valley Water) sites or privately-owned, public open spaces (POPOS). Whether publicly or privately owned, open spaces must create a system of opportunities for public life and recreation that meet the needs of the Urban Village residents. The following are descriptive guidelines for the types of open spaces envisioned in this urban environment.

TRADITIONAL PARKS

Traditional parks are landscaped open spaces with neighborhood-serving amenities. They may include amenities such as picnic areas, children's play areas, dog parks, and sports courts. For land to be officially designated as parkland, the City must first own the property. New residential or mixed-use residential commercial development is subject to fulfill a parkland obligation to dedicate three acres of land to the City for every 1,000-people added to the community by the project. The total obligation, in land or funding, is based on the number and type of new residential units built. When land dedication is not feasible or desired, a project can fulfill its obligation by paying an equivalent park impact in-lieu fee, construct new or rehabilitate existing recreational amenities, or through a combination of these options.

MULTI-PURPOSE PLAZAS

Plazas are designed to provide visually-engaging daily gathering places for community members to socialize, as well as space for neighborhood events. Features such as art installations, fountains, and planters with unique plantings and flowers, would draw people to these lively, urban focal points. These spaces could be used for commercial activity such as outdoor seating for restaurants and cafés, and make available space for mobile food/retail pop-ups, and small farmers' markets. Plazas would be spaces open to the public, and could be owned, developed, and maintained privately or publicly. A plaza location should contribute towards the area's strong, positive, and unique identity, and should enhance the system of open spaces and pedestrian flow within the Urban Village.

Guidelines

1. The minimum recommended size of private, publicly-accessible plazas is 2,000 square feet, with appropriate width and length dimensions to support recreation and provide sufficient street furniture, trees and landscaping, public art, and green stormwater infrastructure, as appropriate.
2. Plazas should be larger if framed by existing or planned retail establishment that can routinely enliven the space and support regular food and bike traffic. The plaza should tend towards a smaller size if simply serving morning and evening commuters that are not likely to dwell in the area.
3. The size of all plazas should be appropriate to their context and the level of anticipated use.
4. Public plazas should be completely visible from at least one street frontage and where applicable, be visible from a secondary street frontage.
5. The sidewalk frontage of a plaza should generally be free of obstructions. In addition, plazas that front on a street intersection are required to maintain a clear area within 15 feet of the intersection.

DRAFT

6. Prepare plazas for pop-up retail at the time of design and construction. Include bollards, power outlets, clips on the ground, lighting, overhead infrastructure as appropriate, and plug and play for music performances, with associated water supply for routine cleaning.
7. Provide a variety of seating opportunities such as traditional benches as well as fixed and mobile chairs. Mobile chairs will give the users the ability to rotate the chairs for sunlight or shade.
8. Provide publicly-accessible and privately-maintained restrooms or arrangements for access to adjacent sites.

INTERIM AND TEMPORARY PUBLIC PLAZAS

Interim and temporary public plazas are otherwise underutilized urban spaces that use temporary materials, such as paint, signage, or movable planters to create an active space for a short period of time. Programming for temporary plazas can include art installations, food trucks, live music, outdoor movies, music performances, and pop-up retail. These public spaces can have community and economic benefits and can be used to develop and test community ideas and support for temporary use of public spaces before a formal public improvement project is implemented.

Guidelines

1. Design of a temporary plaza configuration should consider freight loading, accommodation of bike racks, and plaza drainage.

POCKET PARKS

Pocket parks contain landscaped areas and neighborhood-serving amenities. Pocket parks are typically built on single lots, often irregularly-shaped pieces of land. Pocket parks would ideally be owned and maintained by private development. They may be constructed by residential or mixed-use developers on private property and then made accessible to the public. Pocket parks are intended to have areas to socialize, sit and relax, may include small children's play areas.

Guidelines

1. Pocket parks should be a minimum of 2,000 square feet in size.
2. Pocket parks should reflect the design and placemaking elements of the surrounding urban character through use of architectural styles, signage, color, texture, choice of materials, and other elements.
3. New residential and commercial uses should be encouraged to locate building entrances, windows, outdoor seating, patios, and balconies to overlook park spaces.
4. Pocket parks shall be highly-visible and accessible from adjacent streets.
5. Pocket parks shall have direct sunlight, sufficient shade during the warm months, and a generous amount of seating.
6. A dog park could be considered as a part of a pocket park, where appropriate.
7. Pocket parks should have movable chairs and tables to allow flexibility in seating arrangements.
8. Pocket parks should integrate green stormwater infrastructure as part of public improvements.

PASEOS

Paseos are generally provided in two formats: passive or active linear space. A paseo can function primarily as a green buffer that visually screens more intensive development from an abutting primarily single-family neighborhood while providing circulation paths, or can provide an opportunity for other activities that are possible in a linear space such as seating areas and public art display. Paseos are particularly important to consider and design as new, mid-rise urban development is proposed, to ensure the livability of abutting residential neighborhoods, and maintain and enhance connectivity through the Village, between new and established uses.

Guidelines

1. Ensure an appropriate scale of the width of the paseo to the height of adjoining new development to avoid the “canyon” effect, and so users of the paseo have access to sky views and sunlight. Typically, a paseo should be a minimum of 20 feet wide between buildings.
2. Keep paseos within four vertical feet of sidewalk level to ensure visibility and accessibility.
3. To ensure pedestrian safety, consider pedestrian lighting (e.g., bollards). No light source shall be directed skyward.
4. Construct green alleys/paseos with low-impact and permeable paving materials to efficiently manage any stormwater runoff and minimize the “heat island” effect of large areas of paving.
5. The dual use of paseos and Emergency Vehicle Access (EVA)/loading and unloading is potentially acceptable; however, the primary design of the space should be for green open space and not as an ancillary use to an emergency roadway.
6. Make paseos accessible to people with disabilities.
7. Align and connect the ends of paseos with streets, other paseos, or paths in public spaces.
8. Preserve public access at all times in paseos.
9. Use paseos to create routes to the BART station.
10. Design paseos with end-to-end visibility from connecting public spaces.

Placemaking & Public Art

DRAFT

In addition to creating inviting and accessible public spaces with appropriate amenities, the incorporation of color, design and public art can play a key role in placemaking in the Berryessa BART Urban Village.



Pop-up Retail



Pedestrian Pavement Treatment

Enhancement of open space, pedestrian access, aesthetic amenities, and commercial presence will work in tandem to create a “sense of place”, making the Urban Village a desirable destination. Public art and streetscape amenities can play a vital role in establishing an identity of an Urban Village, particularly near the BART station where residents and visitors spend time eating at an area restaurant, browsing the shops, or enjoying the art displays (see Figure 4-5). Public art and other design elements can reflect and respond to the modern character of existing structures in the urban village, integrate with existing and new commercial activities, reinforce the area’s walkability, and enhance the identity of this urban community.

There are many opportunities to weave public art, color, and architectural design elements into the public areas of this Urban Village to help make it a

destination. Residents and participants in public meetings for the Urban Village highlighted an interest in incorporating elements of the culture and history of the San José Flea Market on the site. Public art can be incorporated into new commercial and residential development, BART stations, plazas, and into the public rights-of-way, including green stormwater infrastructure, sidewalks, and potentially any median or bulb-out areas. Public art in this urban village could be designed as separate, more traditional sculptures or murals, and could also be incorporated into the infrastructure and amenities of areas such as sidewalks, future plazas or parklets, wayfinding elements, banners, stormwater and transit systems, and lighting fixtures. Public art can be either temporary or long-term, and can include a range of artistic expression, both visual (paintings and light displays) and audio (musical events and performances) within parks or plazas. The community’s interest in the San José Flea Market can be promoted through retaining elements such as the wagon wheel/

DRAFT



Artist-designed Water Run-off Treatment



Artist-designed Street Furniture



Parking Structure Facade Treatment

horseshoe seating from the flea market as well as public art integrated into landscaping planters, fountains or other decoration within the public right-of-way, and other publicly-accessible plazas and seating areas.

Business owners can play a role as well in taking care to maintain building façades, upgrade existing signage, and help “take ownership” of their local piece of the public realm. Planter-based landscaping near commercial businesses and elsewhere in the public right-of-way can include seasonal flowering plants, in addition to other year-round green plantings.

Community members can help identify opportunities for public art and provide input to inform the design and programming of the art. Business owners, property owners, and residents can initiate public art projects or event programming, obtaining guidance from the City when needed. Artists should be

integrated early into the design of public infrastructure and private development as they can identify new ways of project delivery to enhance the outcome of the art. The addition of successful public art would contribute to the development of Village as a great place with its own memorable identity.

Public Art can be suitable along trail alignments. The large scale of Lupe the Mammoth along the Lower Guadalupe River Trail offers an interpretive and destination experience. The artwork is along the trail and does not limit or prevent public access, and also accommodates circulation by City and Valley Water service vehicles and anticipated operations. The Coyote Creek Trail can benefit from public art as a gateway feature to the Urban Village should a suitable site be defined. Public art along trails should appeal to a broad audience.

Image sources: <https://www.worldatation.com/opinions/30-mind-boggling-buildings-around-world/15/>,
<http://haddad-drugan.com/#/new-gallery-94/>

DRAFT



Figure 4-5: Placemaking and Amenities

Placemaking & Public Art Goals

Goal PA-1:

Use placemaking to foster a vibrant public life in the Berryessa BART Urban Village.

Policy PA-1.1: Collaborate with community partners and engage the surrounding community to cultivate self-sustaining neighborhood-centric art and artist engagement that reflects the history and cultural values of the area and surrounding community. Consider targeted outreach to area schools to help engage students to create and display art.

Policy PA-1.2: Encourage local business owners and resident groups to initiate cultural events that help foster a strong arts community in the Urban Village.

Policy PA-1.3: Support the activation of public spaces with events and other activities that enhance the character, identity, and attractiveness of the Urban Village.

Policy PA-1.4: Promote creation of a financing district such as a Property-Based Improvement District (PBID) or Community Benefit District (CBD) to fund public art, street furniture, wayfinding, events, and other aesthetically pleasing placemaking improvements.

Policy PA-1.5: Design the BART plaza with shade, power and data to accommodate performance and temporary art installations.

Policy PA-1.6: Designate a space for pop-up entrepreneurs in active pedestrian spaces or plazas.

Policy PA-1.7: Encourage business owners along the commercial street frontage to properly maintain their building façades, consider adding additional shade and color elements (e.g., awnings), upgrade their signage, and “take ownership” of maintaining plantings and flowers in the sidewalk and right-of-way areas proximate to their establishments.

Policy PA-1.8: For large development parcels (e.g. over 2 acres), encourage the engagement of a placemaking consultant to help design and program public spaces. (Stevens Creek Blvd)

Goal PA-2:

Promote a diverse and stimulating art presence to enrich the identity of the Berryessa BART Urban Village, enhance the walking experience, and improve the economic vitality of this Village. (Alameda UV)

Policy PA-2.1: Employ public art to provide as aesthetic cover of the utilities and concrete wall located at the west end of the BART station and under the BART train tracks.

Policy PA-2.2: All development projects should integrate public art on site.

Policy PA-2.3: Ensure that public art is considered in development of publicly-accessible open spaces and public facilities, including sidewalks, streets, parks, plazas, transit stops, wayfinding systems, trail network, bicycle racks, light poles, community facilities, and stormwater management areas. (Winchester Blvd)

Policy PA-2.4: Create and locate public art to play a significant role in new development and implementation of all types of projects including commercial, multifamily residential, common open spaces, transportation facilities, and stormwater management systems.

Policy PA-2.5: Include artists early in the design of public infrastructure and private development to help create a sense of place and enhance the quality of experience in the area.

Policy PA-2.6: Design public art to enhance both day and nighttime activities.

Action Item PA-2 >> Work with VTA, developers, and the community to explore possible public art options to activate the west entrance of the Berryessa/North San José BART Station.

DRAFT

Guidelines

The following are intended to provide guidelines for the community, and public and private development to integrate art into publicly-accessible spaces to help establish and strengthen a sense of place in the Berryessa BART Urban Village.

1. Design public art to celebrate the history and cultural diversity of the community.
2. Consider art as a large-scale and character-defining element of the Urban Village.
3. Integrate art with parks, plazas, play areas, or public spaces/rights-of-way.
4. Incorporate art into pedestrian bridges and passageways to create a unique experience and welcoming place.
5. Consider small-grain details in placemaking, such as special paving in new landscapes, or tiled edging/accents in concrete planter boxes.
6. Ensure that public art projects are included in the most significant development projects early in project development.
7. Incorporate iconic, destination-quality artwork, particularly in commercial development and open spaces where the scale of the location may support larger-scale artwork.
8. Unify major streets by incorporating design elements into the streetscape such as surface treatment and crosswalks, special lighting, unique seating, specially-treated bike racks and utility covers, and utility boxes with public art.
9. Incorporate interactive art projects and designate locations to accommodate a program of changing temporarily-placed artwork.
10. Use public art in wayfinding as an element of continuity across the urban village.
11. Use art, color, and design to create rhythm, harmony, and visual sequence both within this urban village, and to create strong connections between the existing neighborhood, new developments, and the BART station development.
12. Employ temporary and interactive placemaking that varies a user's experience of a space at different times of the year.
13. Use art to promote social and cultural interaction, such as design of open spaces to encourage pop-up eateries serving a range of food from different cultures.
14. Use art to celebrate community rituals, such as special events to celebrate cultural, religious, or spiritual activities.
15. Preserve and reuse existing character-defining elements of the Flea Market including wagon wheel/horseshoe benches and small scale stages and areas for dance.
16. Incorporate innovative art features for green stormwater infrastructure, such as decorative downspouts/ rainwater leaders, aesthetic concrete cover of bioretention planters, or visual displays.
17. Incorporate the Urban Village's natural history into public art, for example, colorful Chinook Salmon crosswalks, Coyote sculptures, or creek-life inspired utility art boxes.

WAYFINDING

This Plan supports the development of a comprehensive wayfinding and community identification sign system for the Berryessa BART Urban Village. The transit-centric nature of the Urban Village necessitates a strong wayfinding program that can facilitate interest and movement beyond the transit station onto both sides of the BART tracks equally and to all the Urban Village amenities. Given the location of the BART station in the center of the Urban Village, wayfinding and signage would be useful in directing travelers to other destinations and points of interest in the Berryessa BART Urban Village and the larger community.

As discussed earlier in this chapter, several parks and the Coyote Creek and Penitencia Creek trails are located within walking distance of the Urban Village. Signage to and from the recreational resources and planned development is essential in creating a connected and lively Urban Village.

All community identification and wayfinding signage and systems must conform to City Council Policy 9-3, Community Identification Signs and Wayfinding.

DRAFT

Goal W-1:

Develop a comprehensive signage system that reinforces the historic and cultural identity of the Berryessa BART Urban Village within its surrounding neighborhood context and brings a uniform, recognizable look to this Urban Village. (From E Santa Clara UV).

Policy W-1.1: Reflect the culture and history of the San José Flea Market in the design of the wayfinding and community identification signs. (From E Santa Clara UV)

Policy W-1.2: Place clear and eye-catching signage around and under the BART tracks to encourage interconnectivity between the east and west of the BART station.

Policy W-1.3: As appropriate, signage should include intuitive, widely understood symbology, and accommodations should be made for wheelchair users and the visually-impaired. (Santana Row)

Policy W-1.4: Promote transit use, trail use, mobility hubs, and social hubs planned for the Berryessa BART Urban Village through signage.

Policy W-1.5: Encourage a pedestrian-friendly environment that extends beyond the Urban Village boundary by providing optimally-placed and reassuring wayfinding signage throughout the Berryessa BART Urban Village. (From E Santa Clara UV)

Action Item W-1.1 >> Work with the community, BART, business owners, and private developers to facilitate the creation of a comprehensive wayfinding and community identification sign system for the Berryessa BART Urban Village. (From East Santa Clara UV)

Guidelines

1. Design signs to be consistent with the comprehensive wayfinding and community identification sign system for the Urban Village.
2. Ensure each sign has an objective, rationale, content, illumination, and is made of appropriate materials.
3. Include icons and graphics on signage where feasible to traverse potential language barriers.
4. Use a distinctive color scheme to associate with each of the categories of the sign system.
5. Relate signage graphics to the San Jose Trails Signage and Mileage Markers Guidelines (sign inventory) when directing the community to these resources.

Below is a description of the different types of signs that should be included in a comprehensive signage and wayfinding system.

Types of Signage

DRAFT

VISITOR INFORMATION KIOSKS

Locate Visitor Information Kiosks in highly-visible areas at gateways to the Urban Village, the BART station, and paseo entry points or other spaces where pedestrians may begin their exploration. Also include information about upcoming events happening in the Berryessa BART Urban Village at the information kiosks.

PEDESTRIAN DIRECTIONAL SIGNS

Pedestrian directional signs would orient and direct individuals on foot throughout the Urban Village to the BART station, as well as various amenities and destinations in the Urban Village and surrounding neighborhoods. Extend the wayfinding system from parking areas, transit nodes, and bike paths and trails. Provide detailed maps that highlight visitor amenities, attractions, public transit, and retail areas.

SHARED-USE PATH SIGNS

Directional signs for paseos shared by pedestrians, cyclists, and other users. Clearly identify key bike paths that connect to the Berryessa BART Urban Village. Point out bike- and pedestrian-related amenities and services within and nearby the Urban Village such as restrooms, rest areas, transit connections, and restaurants.

COMMUNITY IDENTIFICATION SIGNS (INTERPRETIVE SIGNS AND PANELS)

Signs that communicate historic or culturally relevant information about an area, site, structure, or building. Design signs to recall and celebrate the history and culture of the San José Flea Market, and be informative, accurate, and graphically pleasing.

TRAIL SIGNS

Identity, Guidance, Rules, Wayfinding, and Warning signs shall adhere to the San Jose Trail Program Signage and Mileage Marker Guidelines for installations along the trail corridors.

BANNERS

Cloth, vinyl, or other flexible signs or colored panels that are used in various locations in San José and are typically installed to hang from street light poles. Banners are typically used to unify and enliven the streetscape. Design banners to add color and vibrancy primarily to the Urban Village's commercial areas. Consider banners that can be changed to highlight different seasons or events.

VEHICULAR DIRECTIONAL AND PARKING SIGNS

Signs serving to direct vehicular traffic to key destinations within and beyond the Urban Village. Ensure vehicular signage is also appropriate and useable by bicyclists traveling in the public roadways. Include identification and directional signs for parking throughout the Urban Village for both vehicular parking and bicycle parking.