

From: [Mendez, Zacharias](#)
To: [Bethany Windle](#)
Subject: Re: FW: Sample documents - Diridon Area
Date: Monday, June 22, 2020 12:25:09 PM
Attachments: [image001.png](#)
[Master Plan TOC FINAL w Instructions.pdf](#)
[Master Plan TOC Template.pdf](#)

Hey Bethany,

I just realized they did not attach when your email came in. Sorry about that, let me know if you have any issues accessing the attached.

To my knowledge, this process is not codified in the SJMC. So the process outlined in the attached is more standard/best practice than code. This is the practice we employ now when working through the process with our community, so it is what they have been exposed to/are used to.

Let me know if you have any other questions.

ZM.

ZACHARIAS MENDEZ | Parks Planner
Parks, Recreation and Neighborhood Services
City Hall | Tel: 408.793.4171
200 East Santa Clara Street, San José, CA 95113
Building Community Through Fun
sanjoseca.gov/prns | www.vivcallesj.org

From: Bethany Windle <bethanywindle@google.com>
Sent: Monday, June 22, 2020 12:20 PM
To: Mendez, Zacharias <Zacharias.Mendez@sanjoseca.gov>
Subject: Re: FW: Sample documents - Diridon Area

[External Email]

Hi Zak,

I don't think the documents came through attached.

Also, could you let me know if the park master plan process (in the forthcoming attachments) is codified in the municipal code or other policy? Or is this process an internal city guideline

or practice? For example, City of SD ties the park master plan process to its park ordinance. I haven't seen this type of reference in the SJ muni code. If so could you point me to this?

Thanks,
Bethany

On Mon, Jun 22, 2020 at 2:38 PM Mendez, Zacharias <Zacharias.Mendez@sanjoseca.gov> wrote:

Hey Bethany,

Attached are some preliminary documents that were put together to outline our master planning process. We are still going through the exercise of finalizing the thoughts around our process, so we really only have the table of contents outlined and some notes as to how to implement the process.

This will get refined in the future, but for now should give you an idea of how we approach master planning parks. Let me know if you have any questions.

I think it would be good to connect later today or tomorrow to chat about how to advance some of the conversation points we discussed Thursday. Let me know what works best for you.

Thanks,
Zak

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From: Bethany Windle <bethanywindle@google.com>
Sent: Thursday, June 18, 2020 6:21 PM
To: Mendez, Zacharias <Zacharias.Mendez@sanjoseca.gov>
Subject: Re: FW: Sample documents - Diridon Area

[External Email]

Hi Zak,

Thank you for your presentation today.

Can you forward the webpage or PDF document that outlines the City Parks Master Planning process for developers? I've searched the developer page, but haven't found this information, and I'm not finding it in my files.

Thanks,
Bethany

On Mon, Jun 8, 2020 at 10:32 PM Bethany Windle <bethanywindle@google.com> wrote:
Hi Nicolle,

Thanks for sending these examples.

Regards,
Bethany

On Mon, Jun 8, 2020 at 2:06 PM Burnham, Nicolle <nicolle.burnham@sanjoseca.gov> wrote:

Hi Bethany-

Thanks for a great meeting Friday and for helping advance our understanding of the project. We wanted to share the documents below as examples of the level of detail and analysis that typically go into parks and trail master plans in San Jose. We would hope that the Diridon West Project will include similar detail and information to support their design.

We've also included a link to the Midtown Specific Plan. You may recall that I mentioned this as one of the reasons the community expects one larger park to be included in the plan.

Please let me know if you have any questions. We are happy to meet with you and the team to further discuss the park planning.

Nicolle Burnham | Deputy Director
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SAN JOSE
**PARKS, RECREATION &
NEIGHBORHOOD SERVICES**



From: Zsutty, Yves

Sent: Friday, June 5, 2020 4:31 PM

To: Burnham, Nicolle <nicolle.burnham@sanjoseca.gov>
Cc: Mendez, Zacharias <Zacharias.Mendez@sanjoseca.gov>
Subject: Sample documents - Diridon Area

Nicolle,

Here are some relevant documents that demonstrate the level of public outreach, site investigation, coordination and documentation we prepare to confirm with the PRC and Council our design intent.

Pellier Park: Recent master plan, focused on a urban/downtown area

<https://www.sanjoseca.gov/home/showdocument?id=57328>

Coyote Creek Trail (101 to Story Road): Master plan for trail alignment entirely in riparian zone along existing urban edge in the downtown areas with bridges and boardwalks.

<https://www.sanjoseca.gov/home/showdocument?id=20453>

Midtown Specific Plan: <https://www.sanjoseca.gov/home/showdocument?id=16063>

Yves Zsutty | Division Manager

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Social Media

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Periscope [SanJoseTrails](#)

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Master Plan Table of Contents

How to Use this Template: DO NOT DELETE sections or sub-sections, re-organize, or add additional sections. Retain integrity of Table of Contents. Items in red are descriptions and/or examples, not to be included in TOC, but to guide necessary information. If sections and sub-sections are not relevant, keep them anyway and give a brief explanation. DO NOT include 'not applicable' in your description. See 5.3 for example. The Master Plan should be a combination of written text, maps, illustrations, graphics, photographs, and other visual aides. For further reference, review the Three Creeks Master Plan.

List of Figures

List of Abbreviations and Acronyms

Section 1: Executive Summary

- 1.1 Purpose & Background: Explain purpose of a Master Plan in general terms. State what it seeks to accomplish such as a well-defined guide for future design, it captures site challenges and opportunities, defines how a project fits in a broader context, and confirms community engagement and support.
- 1.2 Master Plan Overview: Give a general description of the master plan findings: size, function, design theme, needs met, primary challenges, primary opportunities, etc.. This is a preview of the document.
- 1.3 Master Plan Process: Explain sequential steps of planning following the structure of the TOC: Site Setting, Goals and Objectives, Planning Process, etc..

Section 2: Site Setting

- 2.1 Context- Regional: San Jose (template paragraph about City's history, its position in the bay, its climate, current economy, etc.), area of city, council district.
- 2.2 Context- The Park and Trail System: Describe how the area to be master planned relates to the larger park and trail system and what needs it may meet or gaps it may fill. Assess surrounding park and trail assets both current and planned, including publicly open parks that are not city owned. Include data on park size, assets, themes, trail connections or possible connections. What recreational interests are served and not served? What are existing design or place making themes?
- 2.3 Context- Neighborhood: Describe the district of the city, the neighborhood history and character, adjacent zoning, adjacent streets,

history and demographics. Demographics should explore income levels, age groups, ethnicity, health, access to food and transit, etc..

- 2.4 Context- Site Analysis: Two sections should be presented here. One that focuses on labeling existing site features and another that studies the features through the activate SJ lens. For existing site features it may be best represented in illustrative and graphic form. Label items on a map such as: existing trees, topography, busy adjacent roads, viewsheds, shade studies, photos of existing site, flood limits, projected growth, neighboring uses such as schools or coffee shops. Investigate site conditions through the Activate SJ lens. Are there existing elements that relate to Activate SJ that should be preserved and strengthened? This will inform the next section for opportunities and constraints.
 - 2.4.1 Stewardship: Present Condition, Phase I / Phase II test findings,
 - 2.4.2 Nature: Existing landscape, features to be preserved, biological resources such as plant communities and wildlife, sensitive, endangered or listed resources.
 - 2.4.3 Equity and Access: Explore 10-minute walk map, access (streets, nearby major arterials, transit, trails, and other means of access), major access barriers, communities of concern.
 - 2.4.4 Identity: Historical land use, significant events, culture and influences, persons that may have relation to site.
 - 2.4.5 Public Life: Local events occurring nearby, community interests.
- 2.5 Opportunities and Constraints: This may be represented best in illustrative and graphic form, labeling opportunities/strengths and constraints/weaknesses of items such as: edges, paths, nodes, landmarks, compatible and incompatible uses, adjacent attractions, visual barriers, connections, etc... The site analysis should inform this investigation. Are there Activate SJ elements in the site analysis that should be identified as an opportunity? Are there constraints that limit any Activate SJ goals?

Section 3: Goals and Objectives

- 3.1 General: Explain the goal of the new park/trail project. Will it fulfill an unmet need?
- 3.2 Alignment to Activate SJ Guiding Principles: Reiterate the findings from the site analysis and opportunities and constraints that may lead to planning goals.
 - 3.2.1 Stewardship
 - 3.2.2 Equity and Access
 - 3.2.3 Nature
 - 3.2.4 Identity
 - 3.2.5 Public Life

- 3.3 Environmental Resources: This section is most applicable to trails. For parks, describe any environmental resources that should be preserved on site such as mature trees and natural drainage features.
- 3.4 Land Use: Describe general patterns of space like setbacks from neighbors, buffers from streets, access points into park, etc..
- 3.5 Aesthetic: Describe general character of park and material considerations. Example: if it's an old farm site the palette may be rustic features, barn like architecture, plant palettes of ornamental fruit trees and grasses, rough sawn wood fences, ornamental windmill, etc..

Section 4: Planning Process

- 4.1 Project Start Up: Identify procedures, standards, formats, project schedule, project concerns, planning objectives, community workshop strategies and agendas.
- 4.2 Technical Advisory Committee: Identify needed committee such as public safety, regulatory agencies, partner agencies, and internal experts.
- 4.3 Community Outreach Objectives: This section should describe the process and objectives.
 - 4.3.1 Community Meeting No. 1: The Project Manager should present/host the first Community Meeting with detail about the site, its opportunities and constraints, the voids in programming the site seeks to fill and 2 or 3 rough sketches of how the park site may accommodate a variety of needs. The purpose of the first meeting is to share information with the community and have them become familiar with the site and the role of the community.
 - 4.3.2 Community Meeting No. 2: The second meeting is intended to gather community feedback and investigate design alternatives.
 - 4.3.3 Community Meeting No. 3: The third meeting is intended to present the Master Plan and seek final comments on refined plan.
 - 4.3.3.1 Facility Naming: Generate preliminary draft for facility names that reflect site features such as history, habitat type, donor names, etc.. Present at third community meeting and gather feedback.
- 4.4 Community Outreach Process & Outcomes: This section should describe the actual community meetings that took place. Include meeting dates, location, number of community members, stakeholders present, discussions, surveys, and design alternatives.
 - 4.4.1 Community Meeting No. 1

- 4.4.1.1 Attendees
 - 4.4.1.2 Summary of outcomes: **Include Appendix documenting detailed input.**
 - 4.4.1.3 Graphics shared
- 4.4.2 Community Meeting No. 2
 - 4.4.2.1 Attendees
 - 4.4.2.2 Summary of outcomes: **Include Appendix documenting detailed input.**
 - 4.4.2.3 Graphics shared
- 4.4.3 Community Meeting No. 3 Attendees
 - 4.4.3.1 Summary of outcomes: **Include Appendix documenting detailed input.**
 - 4.4.3.2 Graphics shared
- 4.4.4 Summary of Community Process
 - 4.4.4.1 Specific guidance to address Opportunities and Constraints
- 4.5 Master Plan Refinement: **Describe the input from the first two community meetings and how they led to a refined plan.**
- 4.6 Diagrammatic Planning: **This may be represented best in illustrative form to describe a well-defined site plan, giving clarity on circulation, uses, allocation of space, and specifics on recreational features, in terms of play but not on product. Provide sufficient detail on a planning level that can be handed over to the design team.**
- 4.7 Environmental Analysis and Clearance: **Describe environmental analysis such as CEQA.**

Section 5: Interagency Coordination

- 5.1 Property Ownership: **This section is more relevant for trails but would also include topics such as joint use sites and shared ownership.**
- 5.2 Environmental Requirements: **This section is more applicable to trails but may include topics related to environmental performance.**
- 5.3 Agency Requirements: **This section is more applicable to trails but may include jurisdiction requirements. If there are no agency requirements you may include: "This park site is entirely upon City-owned property and to be designated as parkland. There are no shared use or inter-agency requirements at this park site".**
- 5.4 Operational Requirements: **Describe requirements outside of the typical park recreation needs**
 - 5.4.1 Programming needs
 - 5.4.2 Event Space
 - 5.4.3 Special Considerations

- 5.5 Maintenance Requirements: Does this require special maintenance such as Iris Chang's artwork or Del Monte's synthetic turf?
- 5.5.1 Work to be performed: Synthetic turf requires a groomer to fluff the turf.
- 5.5.2 Proposed funding or collaborative arrangement for maintenance

Section 6: Park Development

- 6.1 Park Design: Describe character, amenity types, and aesthetic justifications without getting into specific details or specified equipment which will be developed by the design team.
- 6.2 Opportunities and Constraints: These are refined from previous section and tied with community recommendations. This may be best represented in table or chart form.
- 6.3 Circulation: Describe general circulation goals such as park entries to align with current circulation patterns, sidewalks, and crosswalks.
- 6.4 Education: Describe educational component and necessary signage.
- 6.5 Activate SJ Goals: How does this MP apply Activate SJ goals? This may be best represented in table or chart form.
- 6.6 Articulating Spaces: Define spaces such as edges, paths, nodes, and landmarks. Define attributes such as playgrounds, soccer fields, picnic areas, walking loops, etc..
- 6.7 Palettes and Design Themes: Provide image rich content. If identity is from a historic farm then the imagery may be of distressed wood, ornamental grasses and fruit trees, windmills, and barn like structures.
- 6.8 Site Furnishings: Provide content similar to Palettes and Design Themes.

Section 7: Development Guidelines

- 7.1 Summary of Improvements: Describe the park or trail space as developed through the community input plan refinement and list the priorities for improvements. If funding is cut, what will be the priority? Avoid specifying equipment or design level details that will be performed later by the design team.
- 7.2 Street Crossings: Describe any necessary changes or additions to street crossings.
- 7.3 Planting: Describe the planting style at a general level such as ratio of landscape areas to turf or natural versus formal planting style.
- 7.4 Miscellaneous Site Amenities: Describe at a general level without going into design such as "A Drinking Fountain will support multi-hour use of the playground. It should be installed between the Tot and Youth Lot".
- 7.5 Maintenance
 - 7.5.1 Guidance for minimizing maintenance tasks and duration

- 7.5.1.1 Access to turf for mowing
- 7.5.1.2 Reduction of non-recreation turf
- 7.5.1.3 Strategic plant groupings
- 7.5.1.4 Spaces for volunteer-led maintenance

Section 8: Implementation

- 8.1 Estimated Hard Costs: **Include information on inflation costs, 3-5% inflation rate for each year the project is on hold.**
- 8.2 Estimated Soft Costs: **Include information on inflation costs, 3-5% inflation rate for each year the project is on hold.**
- 8.3 Priorities and Phasing: **If there is lack of funding, create a strategy to phase construction, place utilities, ensure park usability throughout all phases, and discuss future funding.**
- 8.4 Ongoing Operational Costs: **Describe the cost of ongoing maintenance and the strategy for long term care.**

Bibliography & Acknowledgements

Appendix A Technical Advisory Committee Meetings

Appendix B Community Meetings

Appendix C Community Input Matrix

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- 2.2 Context- The Park and Trail System
- 2.3 Context- Neighborhood
- 2.4 Context- Site Analysis
 - 2.4.1 Stewardship
 - 2.4.2 Nature
 - 2.4.3 Equity and Access
 - 2.4.4 Identity
 - 2.4.5 Public Life
- 2.5 Opportunities and Constraints

Section 3: Goals and Objectives

- 3.1 General
- 3.2 Alignment to Activate SJ Guiding Principles
 - 3.2.1 Stewardship
 - 3.2.2 Equity and Access
 - 3.2.3 Nature
 - 3.2.4 Identity
 - 3.2.5 Public Life
- 3.3 Environmental Resources
- 3.4 Land Use
- 3.5 Aesthetic

Section 4: Planning Process

- 4.1 Project Start-Up
- 4.2 Technical Advisory Committee
- 4.3 Community Outreach Objectives
 - 4.3.1 Community Meeting No. 1

- 4.3.2 Community Meeting No. 2
 - 4.3.3 Community Meeting No. 3
 - 4.3.3.1 Facility Naming
- 4.4 Community Outreach Process & Outcomes
 - 4.4.1 Community Meeting No. 1
 - 4.4.1.1 Attendees
 - 4.4.1.2 Summary of outcomes
 - 4.4.1.3 Graphics shared
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 - 4.4.2.1 Attendees
 - 4.4.2.2 Summary of outcomes
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 - 4.4.3 Community Meeting No. 3 Attendees
 - 4.4.3.1 Summary of outcomes
 - 4.4.3.2 Graphics shared
 - 4.4.4 Summary of Community Process
 - 4.4.4.1 Specific guidance to address Opportunities and Constraints
- 4.5 Master Plan Refinement
- 4.6 Diagrammatic Planning
- 4.7 Environmental Analysis and Clearance

Section 5: Interagency Coordination

- 5.1 Property Ownership
- 5.2 Environmental Requirements
- 5.3 Agency Requirements
- 5.4 Operational Requirements
 - 5.4.1 Programming needs
 - 5.4.2 Event Space
 - 5.4.3 Special Considerations
- 5.5 Maintenance Requirements
 - 5.5.1 Work to be performed
 - 5.5.2 Proposed funding or collaborative arrangement for maintenance

Section 6: Park Development

- 6.1 Park Design
- 6.2 Opportunities and Constraints
- 6.3 Circulation
- 6.4 Education
- 6.5 Activate SJ Goals
- 6.6 Articulating Spaces
- 6.7 Palettes and Design Themes

6.8 Site Furnishings

Section 7: Development Guidelines

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7.2 Street Crossings

7.3 Planting

7.4 Miscellaneous Site Amenities

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7.5.1 Guidance for minimizing maintenance tasks and duration

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8.1 Estimated Hard Costs

8.2 Estimated Soft Costs

8.3 Priorities and Phasing

8.4 Ongoing Operational Costs

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Appendix A Technical Advisory Committee Meetings

Appendix B Community Meetings

Appendix C Community Input Matrix