

Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Albert Balagso

SUBJECT: NEWHALL PARK MASTER PLAN **DATE:** 10-01-07

Approved

Deanna Putra

Date

10/10/07

COUNCIL DISTRICT: 3
SNI AREA: NA

RECOMMENDATION

Approval of the master plan for the new Newhall Park.

OUTCOME

Approval of the Newhall Park Master Plan will enable staff to design and build the new Newhall Park.

BACKGROUND

Newhall Park is a new 1.5-acre park that will be built on the northwesterly corner of Newhall Street and Campbell Avenue in Council District 3. It borders Council District 6 on the opposite side of Campbell Avenue. The Newhall neighborhood has many moderately older single-family homes east of The Alameda and west of Newhall Street. There is a mixture of light industrial and retail uses predominantly along Campbell Avenue to the west of the new park site and along Elm Street/Newhall Street to the northeast. Commercial uses (small businesses/offices and motels) are found along The Alameda. Many of the former industrial land uses along Campbell Avenue are beginning to transition to higher density residential uses, which have increased the desirability for a neighborhood-serving park in this area.

There are currently no other City parks within easy walking distance to serve the neighborhood; however, the neighborhood is served by a community garden site along the northerly side of Interstate 880 at Campbell and Hamline Avenues. The development of this park will address the park needs of this neighborhood and will satisfy the City's long-term goal of developing neighborhood parks at this residential area. Pulte Homes, the developer of the nearby Altura housing development, dedicated the park site to the City to satisfy its obligations under the Park Impact Ordinance (PIO), Chapter 14.25 of the San Jose Municipal Code. Proposed park improvements are currently fully funded.

ANALYSIS

The development of Newhall Park is consistent with the long-term strategies of the City's Greenprint for Parks and Community Facilities and Programs, which calls for the development of a chain of neighborhood park facilities in District 3.

The following points for inclusion in the plan were validated and developed through public meetings.

General Goals

- Provide a focal point and a connection from the existing neighborhood to the new residential development surrounding the park
- Provide a park experience that takes advantage of the unique character of the site in the City of San José
- Provide a park that provides the elements that are important to the community and blend in with the architectural style and character of the neighborhood
- Create passive and moderately active recreation experiences for all community users
- Develop a park that can be maintained and served by City staff and facilities in an efficient, sustainable and cost-effective manner

Preferred Character of Park

- Focal point of community
- Gathering point for community members
- Visually blends with the community
- Passive and active areas
- Sensitive to the surrounding neighbors
- Sunny and shady areas

Preferred Park Elements

- Open space
- Gazebo
- Picnic area
- Play lot
- Seating areas
- Large oak tree (focal point) and additional trees

These park amenities were developed in consultation with community members through a series of general community meetings and design workshops. At the community meeting in May 2007, the community soundly endorsed staff's recommended concept design for the park.

As part of the proposed 2007-08 Capital Budget Process, staff has identified full funding to construct the park.

EVALUATION AND FOLLOW-UP

Approval of the Newhall Park Master Plan will enable staff to proceed with the design and construction of the new Newhall Park. Staff will provide a supplemental memorandum with a bid summary and analysis after bids are opened in fall 2008. If not approved, staff will address Council comments and directives and report back to Council.

PUBLIC OUTREACH/INTEREST

- Criterion 1:** Requires Council action on the use of public funds equal to \$1 million or greater. **(Required: Website Posting)**
- Criterion 2:** Adoption of a new or revised policy that may have implications for public health, safety, quality of life, or financial/economic vitality of the City. **(Required: E-mail and Website Posting)**
- Criterion 3:** Consideration of proposed changes to service delivery, programs, staffing that may have impacts to community services and have been identified by staff, Council or a Community group that requires special outreach. **(Required: E-mail, Website Posting, Community Meetings, Notice in appropriate newspapers)**

This project does not meet any of the above criteria. This memorandum will be posted on the City's Internet website for the October 23, 2007 Council meeting.

Staff initiated a public outreach process and worked with affected community members and neighborhood groups in developing the concept plan for the new park. Staff held community meetings on May 25, 2006, and on May 31, 2007, to solicit community input and feedback regarding design concepts and ideas. In addition, staff held three design workshops (April 2006, August 2006 and November 2006) with the Newhall Park Design Subcommittee, which is composed of core community members. At the community meeting in May 2007, the community soundly endorsed staff's recommended concept design for the park.

This follows the standard community outreach process for capital projects, including master plan developments. The Parks and Recreation Commission heard this item on June 20, 2007, and approved the Newhall Park Master Plan on August 1, 2007.

COORDINATION

This memorandum has been coordinated with the City Attorney's Office, the City Manager's Budget Office, and the Planning, Building and Code Enforcement Department.

COST SUMMARY/IMPLICATIONS

1. AMOUNT OF RECOMMENDATION: N/A

2. ESTIMATED COST OF PROJECT

Construction	\$1,603,000
Project Delivery	302,000
Contingency	<u>80,000</u>
TOTAL	\$1,985,000

3. SOURCE OF FUNDING: 375 – Park Trust Funds

4. FISCAL IMPACT: The increased annual operations and maintenance costs for this project are estimated to be \$15,000. The additional operations and maintenance funding will be requested in the 2009-2010 operating budget process.

CEQA

CEQA: Exempt, PP07-159.



ALBERT BALAGSO
Director of Parks, Recreation
and Neighborhood Services

Attachment:
Newhall Park Master Plan Report

For questions please contact Matt Cano, Division Manager, at (408) 535-3580.



MASTER PLAN REPORT
NEWHALL PARK

City of San José

August 2007

MASTER PLAN DOCUMENT

NEWHALL PARK

City of San José

Master Plan

Approved by the City of San José

Parks & Recreation Commission

August 1, 2007

Approved by the City of San José

City Council

October 23, 2007

Environmental Clearance

CEQA:

File No. PP07-161

August 6, 2007

ACKNOWLEDGEMENTS

MAYOR & CITY COUNCIL

Mayor Chuck Reed
Vice Mayor David D. Cortese, District 8
Pete Constant, District 1
Forrest Williams, District 2
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Brad Brown, Planner II

PLANNING, BUILDING AND CODE ENFORCEMENT

Michael Rhoades, Senior Planner
Dipa Chundur, Planner II

ACKNOWLEDGEMENTS

Special thanks to the deeply committed residents of the Newhall Community , who participated in community meetings and design workshops. Your participation was crucial to the success of the project.

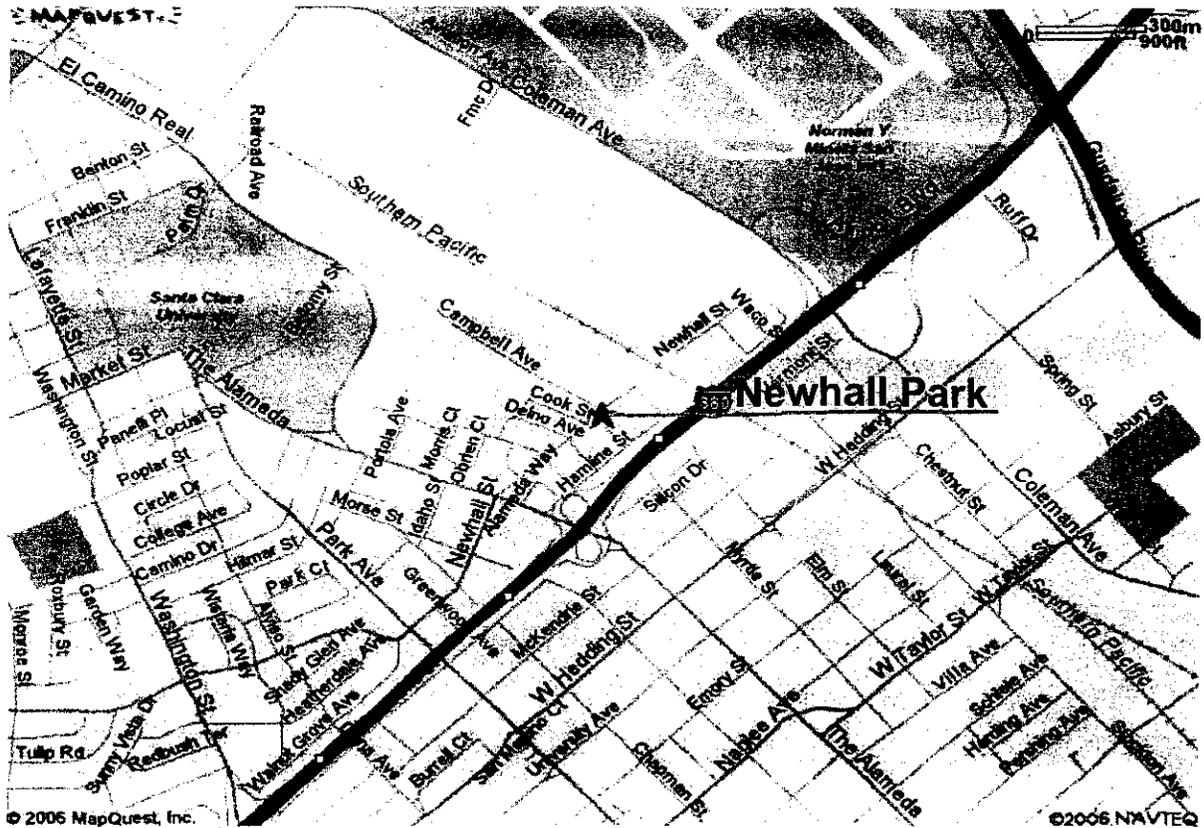
NEWHALL NEIGHBORHOOD DESIGN SUB-COMMITEE

Lisa Charpontier
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Robin Reynolds
Dalila Rojas
Florence Silverman
John Urban

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PROJECT BACKGROUND



LOCATION MAP

Newhall Neighborhood Park proposal

The Newhall/Campbell park site is an approximate 1.5-acre site, located on the northwesterly corner of Newhall Street and Campbell Avenue in Council District 3 and bordering Council District 6 on the opposite side of Campbell Avenue. The Newhall neighborhood is bounded to the east by Route 880, to the north/east by the CalTrain/Union Pacific rail line, to the southwest by The Alameda, and El Camino Real in the City of Santa Clara to the west. The neighborhood has many moderately older, single-family homes southeast of Newhall Street and south to The Alameda. There are a mixture of light industrial and retail uses predominantly along Campbell Avenue to the west of the new park site and along Elm Street/Newhall Street to the northeast. Commercial uses are found along The Alameda (small businesses/offices and motels). The City of Santa Clara and the Santa Clara University site is located within ½ mile to the northwest. Many of the former industrial land uses along Campbell Avenue are beginning to transition to higher density residential uses, which have increased the desirability for a neighborhood serving park in this area. There are currently no other City parks within easy walking distance to serve the neighborhood; however, the neighborhood is served by community garden site along the northerly side of Route 880 at Campbell and Hamline Avenues.

PROJECT BACKGROUND

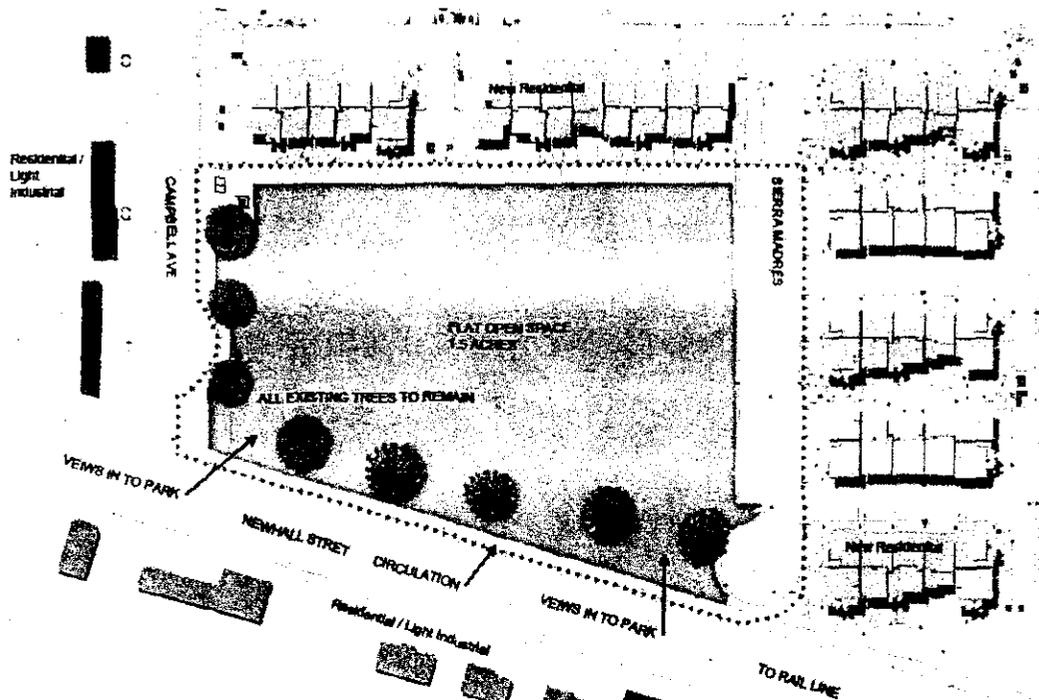
The Newhall park site will be dedicated to the City through the City's Parkland Dedication Ordinance requirements for residential development. As a condition of the City's approval for development of 220 single-family attached residential units (the Altura project), developer Pulte Homes was required to dedicate 1.5 acres for public park on their development site and pay park fees. Fees from the Pulte housing development, in addition to fees paid by another local housing developer for a project further westerly on Campbell Avenue, will be used to fund the cost of improvements on the new Newhall park site.

Community Character

The Newhall neighborhood is comprised of one Census Tract (5052.03) within the City of San José and bordering the City of Santa Clara. Demographic data from the 2000 Census indicates that many of the homes in the neighborhood are older, detached units, with moderate to lower values when compared to citywide homes values. There are also a significant number of multi-family units in the neighborhood. Average household sizes tend to be lower than the average citywide household size, and median household incomes are also lower when compared to the citywide average. Just under 22 percent of the neighborhood is comprised of children under the age of 18 years, and less than 6 percent of the population is 65 years and over. The Census shows that the neighborhood has a majority non-Hispanic, white population.

Although there are no neighborhood parks serving the Newhall neighborhood, three regional park facilities providing a variety of amenities (municipal gardens and orchards, lighted ball fields, trails and picnic facilities) are located within one mile of the area. The Municipal Rose Garden offers picnic, formal garden and open turf areas for residents and guests; the Guadalupe Gardens/Columbus Park and Guadalupe River Walk include formal and rustic gardens as well as walking trails, a play lot, basketball court, picnic areas and sports fields. Given their location on the south and easterly side of Freeway 880, many of these facilities are typically beyond a reasonable walking distance from the Newhall neighborhood. Another neighborhood park in Santa Clara, Washington Park, also provides a number of sports fields and courts for local residents; however, this site is less accessible for residents walking from the Newhall area.

EXISTING CONDITIONS



EXISTING CONDITIONS MAP

Use

The site is a former loading dock area for light industrial use and half of the site is covered with asphalt parking.

Vegetation

There are 8 existing trees surrounding the southern and western edges of the site. The trees range from 23" to 28" in diameter and 20' to 60' in height. There are 4 redwood trees, 1 pepper tree and 3 oak trees. The trees are in good condition and will remain as part of the Master Plan.

Views

There are views into the park from surrounding housing development and from Newhall Street and Campbell Ave. There are views from the park out into the surrounding neighborhood.

Circulation

Sidewalks surround the site and will enhance the circulation and provide access to the site. A public access easement on the privately owned sidewalk on the northern edge of the park will facilitate park access.

EXISTING CONDITIONS

Grading

The site is currently flat , sloping from south to north

Surrounding Uses

The surrounding uses are light industrial and residential uses, there is major rail line to east of the site and Interstate 880 is located a couple blocks away to the south.

COMMUNITY OUTREACH

Community outreach in the Newhall neighborhood has been an ongoing effort that began with a meeting with the Newhall Neighborhood Association on April 25, 2006 at City Hall. The purpose of this meeting was to discuss the idea of creating a design subcommittee to work with City staff on the project.

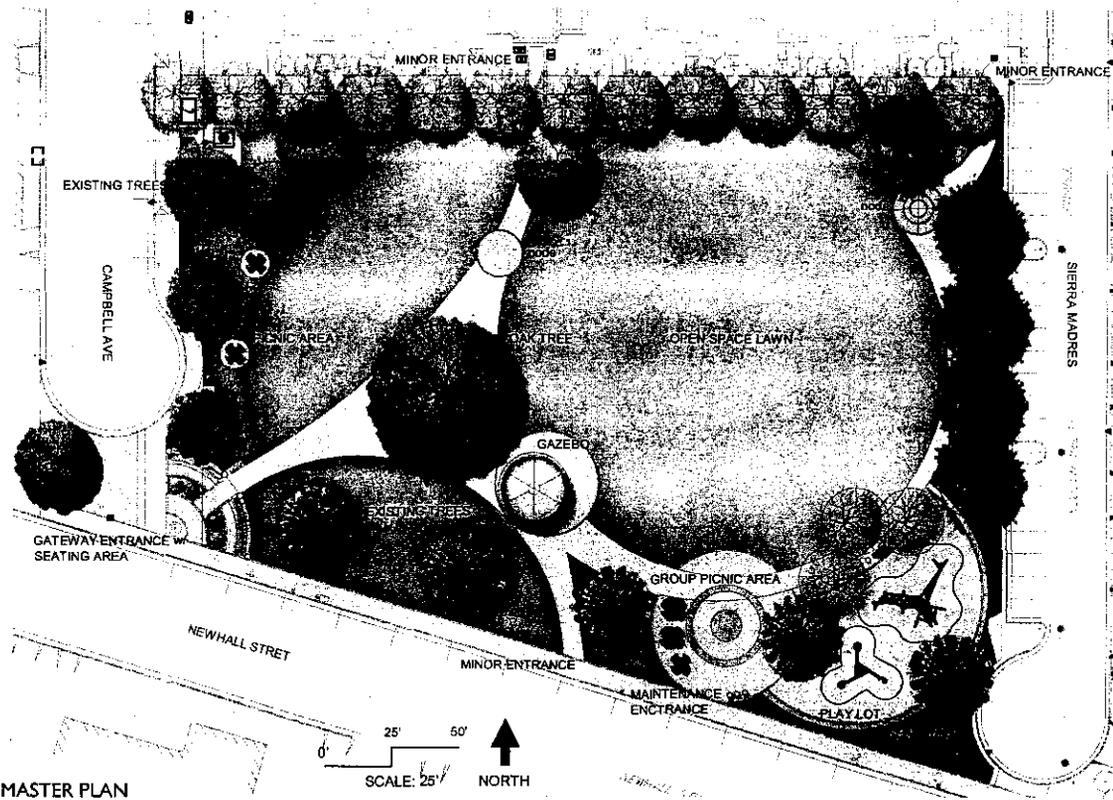
A community meeting was held on May 25, 2006 at the Hoover Community Center and staff presented the location of Newhall Park, surrounding area park amenities, neighbor architectural styles and character, size of elements with relations to the size of the park, discussion of elements the community would or wouldn't like to see in the park and the idea of creating a design subcommittee. The community agreed that a design subcommittee should be formed and anyone interested in the design process could join at any time. Park elements were prioritized by the community and documented for the record.

The first design subcommittee meeting was held on August 10, 2006 at the Quaker Meeting House. The purpose of the meeting was to gain community input on the design and location of park elements to be included in the new 1.5-acre neighborhood-serving park. Public Safety Officer Bill Miller addressed issues concerning the desire of the community to introduce berms in the landscape and how they are not favorable to public safety. Photos of different prioritized elements were illustrated to get a feel for the different architectural styles and character for the park. Circulation and site access were reviewed and entrances to the site were identified. Major and minor entrances were identified. A fence shown on the developers plan surrounding half of the site and how it would relate to the fence surrounding the rest of the park was discussed. It was noted that the fence should try to match up with the developers with regards to aesthetics and quality.

The second design subcommittee meeting was held on November 27, 2006 at City Hall. The purpose of this meeting was to present four site layout options to the subcommittee and obtain consensus on the preferred option. One site layout was selected and in addition to preferred option, the furnishings, play equipment, gazebo design, seat walls, entry gate and fencing were discussed.

The second community meeting was held on May 31, 2007 at the Quaker House. The purpose of this meeting was to present the community a draft conceptual plan and obtain consensus on the plan. The community voted overwhelmingly to endorsed the plan. Design details regarding park elements were also discussed and will be included in the discussions with Public Works during the construction documentation phase of the project.

MASTER PLAN



The Master Plan creates a new park to serve the Newhall neighborhood. The Final Draft Design for Newhall Park was presented to the community at a meeting in May 2007. The plan reflects ideas generated by community meetings and design workshops including participation by :

- Council Districts 6 and 3 staff
- City Staff
- Newhall community members
- Newhall Park Design Subcommittee.

The Parks and Recreation Commission reviewed the master plan progress in June 2007. The Master Plan is shown above and further described on the following pages.

General Goals

- Provide a focal point and a connection from the existing neighborhood to the new residential development surrounding the park
- Provide a park experience that takes advantage of the unique character of the site in the City of San José
- Provide a park that provides the elements that are important to the community and blend in with the architectural style and character of the neighborhood

MASTER PLAN

- Create passive and moderately active recreation experiences for all community users
- Develop a park that can be maintained and served by City staff and facilities in an efficient, sustainable and cost effective manner.

Preferred Character of Park

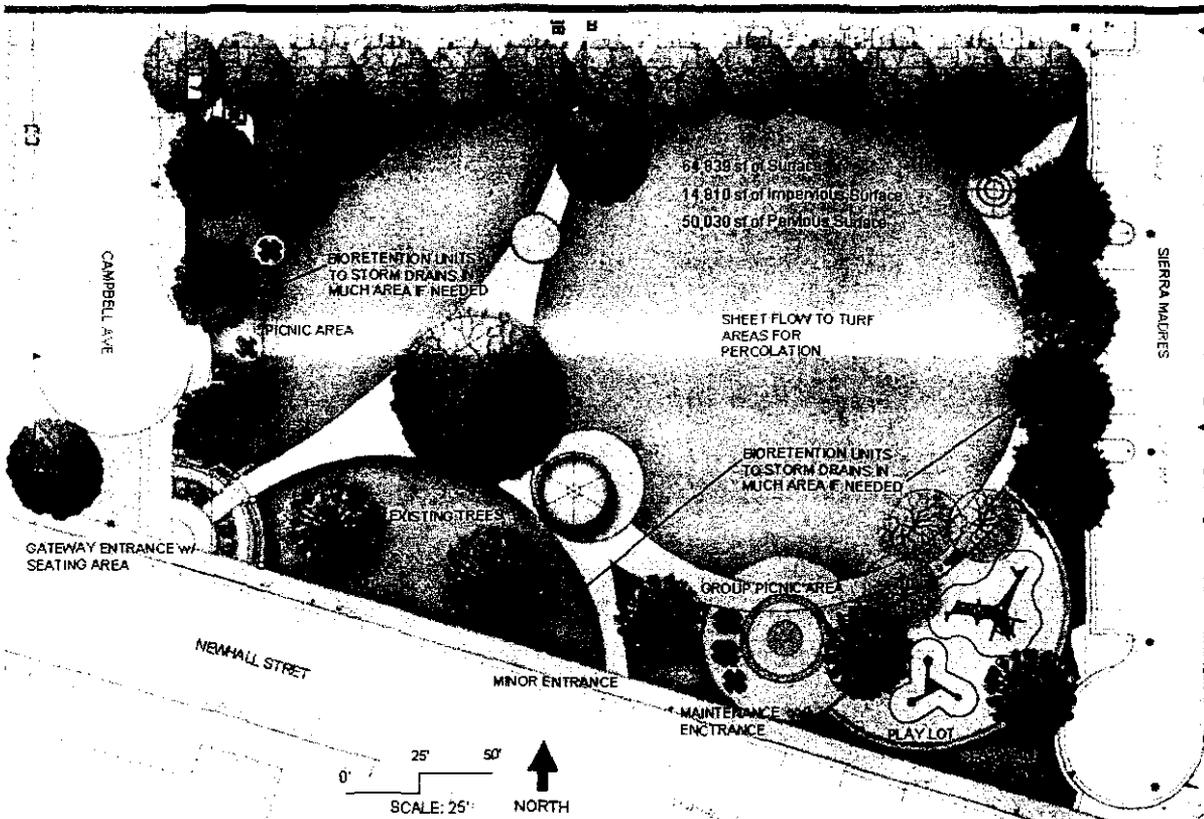
- Focal point of community
- Gathering point for community members
- Visually blends with the community
- Passive and active areas
- Sensitive to the surrounding neighbors
- Sunny and shady areas.

Preferred Park Elements

- Open Space
- Gazebo
- Picnic Area
- Play Lot
- Seating Areas
- Large Oak Tree (focal point) and additional trees.

In addition to the preferred park elements, three play lot concepts were presented and the community offered support as to the style and characteristics of the play lots. The community favorably received the initial concept plan. The plan included a tot and youth lot with ages ranging from 2-5 for the tot elements and 5-12 for the youth elements. The preferred surface material is resilient surfacing. Minor adjustments to the suggested plan were raised and have been incorporated into the final plan.

STORM WATER MANAGEMENT



STORM WATER MANAGEMENT CONCEPT

The overall impervious cover of the site is reduced from approximately 35,000 square feet to approximately 15,000 square feet through the removal of an existing asphalt parking lot and the introduction of additional landscape areas at the interior of the site. The Master Plan proposes to filter storm water in compliance with current City Policy.

The Project will comply with City Stormwater Policy 6-29 created on Feb 3, 1998, modified on August 15, 2005. The Project creates or replaces 10,000 sq. ft. of impervious surface, and storm water will be treated to the maximum extent practicable.

Bioretention units will be installed in the mulch/planting areas as needed, which will be connected to the storm drain system on Campbell Ave and Newhall Street. All storm drain inlets will be stenciled to communicate the accepted message specifying that no dumping is allowed into storm inlets as they feed directly to the bay.

All walkways will drain to landscape areas. The new play lot will drain to a bioretention system at Newhall Street and be filtered through a below grade bio-filtration system sized according to SCVURPPP standards. The overall quality of the storm water leaving the site will be improved through these added filtration features.

A Stormwater Control Plan will be produced during design stage that will show drainage areas, runoff created, sizing methodology and maintenance schedule to insure safety and conveyance of the site.

ENVIRONMENTAL CLEARANCE

File No. PP07-161

Date: August 06, 2007

Under the provisions of Section 15304 of the State Guidelines for Implementation of the California Environmental Quality Act (CEQA) as stated below, this project is found to be exempt from the environmental review requirements of Title 21 of the San José Municipal Code, implementing the California Environmental Quality Act of 1970, as amended.

15304. Minor Alterations to Land

Class 4 consists of minor public or private alterations in the condition of land, water, and/or vegetation which do not involve removal of healthy, mature, scenic trees except for forestry or agricultural purposes.