



Solutions that move you

Alum Rock/28th Street Community Working Group Meeting

Date of Meeting: June 13, 2018 (4:00 p.m. to 6:00 p.m.)

Attendees:

Members in Attendance: Davide Vieira, Terry Christensen, Bill Rankin, Geoff Hatchard, Ricardo Agredano, and Bob Van Cleef

Members not in Attendance: Kathy Ericksen, Justin Triano, Carlos Diaz, and Craig Chivatero

Other Speaking Attendees: Jill Gibson (VTA), Gretchen Baisa (VTA), Dennis Kearney (VTA), Dennis Dornan (Perkins + Will), Nadine Fogarty (Strategic Economics), and Adam Dankberg (Kimley-Horn)

Project Team in Attendance: Erica Roecks (VTA), Karen Gauss (VTA), Erin Sheelen (VTA), Adriano Rothschild (VTA), Ahmad Qayoumi (CSJ), and Eileen Goodwin (Apex Strategies)

Project Team not in Attendance: Michael Brilliot (CSJ)

Location: Mexican Heritage Plaza, 1700 Alum Rock Avenue, San Jose CA

Summary:

The Meeting Agenda included:

- Welcome and Introductions
- Follow-up Items
- Status Updates
- Phase II Update
- VTA's process for Station Naming
- Construction Education and Outreach Plan
- San Jose Diridon Integrated Station Concept Plan Update
- Transit Oriented Development Strategy and Access Planning Studies Update
- Review Action Items and Next Meeting Dates

CWG Meeting September 12th, 2018 Mexican Heritage Plaza, 1700 Alum Rock Avenue, San Jose

Key Issues/Comments/Questions:

Comment/Question	Response
Follow Up	
None noted	
Status Update	
Would like more of deep dive on real estate acquisition process at the September meeting	This is noted as a follow-up item.
Phase II	
I hear the Sharks law suit is related to the Sharks posturing for a new arena. They are holding VTA hostage regarding parking.	Comment noted.
Is the RM3 money “extra?”	We are in the process of updating the funding plan and will distribute it to the group once it is updated to include EPD and RM3.
Is there an update on the Measure B lawsuit?	Not yet.
Phase I had a big group of staff stationed at King and Mabury, now I hear the group for Phase II will be at offices near the airport. Is that true? It seems like a long way from here. I wish the offices were near here.	VTA chose the site because it is closer to all station locations within the Phase II corridor and significantly reduced cost compared to downtown San Jose.
Where does TOD fit in the Org Chart?	TOD is an external item to the Org Chart, but will be managed by the Program Director.
VTA’s Process for Station Naming	Comments below are noted.
Santa Clara	
How many letters can we work with?	There is no set number of letters, that said shorter names are better for signage and maps.
Are the criteria in the PowerPoint BART’s, VTA’s or both?	Both, the partners are working together on this process. VTA Board is making the final decision on these names.
For Diridon and Santa Clara, I support the names that match the Caltrain names. They need to be the same.	
Diridon	
Google should be considered	
Downtown	
Downtown is a good name. Downtown is growing not moving.	

A civic center stop already exists for the LRT so that shouldn't be used.	
The University should be mentioned. SJSU is a big part of downtown.	
Do not use "core." Downtown is a good name.	
BART is multicity. Stations need some sort of indicator of where they are. Don't confuse the passenger. North San Jose was added to Berryessa stop since no one knew where Berryessa is.	
There is no need to put San Jose on every station name. Looking at the BART map, there are lots violations of this criteria out there today.	
North San Jose /Berryessa is wrong. North San Jose is closer to Alviso. Berryessa is Northeast if anything.	
If Santa Clara Street is used we will need to change the other LRT stop name. First or Second Street would be good to use in the name.	
Maybe Market/1 st Street?	
If we use Market we should use San Jose since Market is such a big street in San Francisco as well.	
Alum Rock/28th	
In our community's survey, 63% of those who voted chose Little Portugal with Cesar Chavez coming in second at 27%	
This station area has historically been Little Portugal for the last 104 years. The BRT map calls out Little Portugal, Mayfair and also Alum Rock further to the east. We have a Michelin starred restaurant here that is Portuguese food. This area is the second largest area of Portuguese people in the United States. This area is recognized for that.	
I know people from the Central Valley, Union City and other areas with Portuguese people come to the Church for weddings. It makes sense to honor that.	
There is already an Alum Rock stop on the Capitol line.	

There are so many cultural references to the Portuguese community here: Social Halls, IES, the radio station, bakeries, restaurants, grocery stores, bands, soccer clubs, POSSO, the Sausage Company, etc. etc.	
The approved Urban Village plan has planned for the European style plaza here. That came out of participation from the area youth that liked what they saw in the Azores.	
A name like Little Portugal could further strengthen the identity of the area and help cement it forever.	
There is more Portuguese identity that I see here than I see of Japanese identity in Japantown these days.	
Public comment: How does this name of Little Portugal help the traveler? Will they know where it is?	
The square and the architecture will give those who don't know the area the immediate feel.	
Should we add something in the name to make it clearer geographically? Little Portugal/East San Jose or Little Portugal /28 th ?	
Looks like BART likes the Street name first.	
How about 28 th /Little Portugal?	
Let's put in East San Jose.	
East San Jose is better than San Jose East.	
Public comment: Maybe it should have something about Route 101 to help the Public since this will be that BART stop.	
Public comment: I like East San Jose. I lived through the sixties when there was segregation so I am leery about the Little Portugal name.	
Construction Education and Outreach Plan	
Double check how staging area is shown south of Santa Clara on the map for Alum Rock station fact sheet. I appreciate the	Comments noted.

Little Portugal references in the copy.	
Where will construction start? It makes sense to start at the east and go west. That way there may be an opportunity to open the service in phases.	That has not been decided yet. It is a contractor decision. The Phase II Project will open all four stations at one time, not in phases.
The official name of Five Wounds Portuguese National Church should be used on these materials.	Comment noted.
Should VTA use the communist flag for Vietnam?	Flags save space, that is the official flag of Vietnam.
Why is this not being translated into Portuguese?	We will consider that.
Can you clarify the construction staging area?	Yes, there is a construction staging area south of East Santa Clara Street. It is off the area shown in the map in the fact sheet.
Add "East" to the references to Santa Clara Street. It should be East Santa Clara Street.	Comment noted. We will fix that.
San Jose's Little Portugal is the United States' second largest, not third largest community.	We will fix that.
Will there be an outreach field office in the Little Portugal/28 th street neighborhood?	Yes, that is the plan.
San Jose Diridon Integrated Station Concept Plan Update	
None noted.	
Transit Oriented Development Strategy and Access Planning	
Slide 82 it should be East William Street not William Court.	We will fix that.
On slide 56 and 57 the bike trail appears to use the railroad bridge which VTA does not want to utilize. That bike path needs to end and to be shown differently. It should end at North Silver Creek.	Comment noted.
It is disconcerting for the neighborhood to St John and St James Streets appear to be through streets. These streets are not wide and there will be concerns that with Waze and other apps these streets will become cut through streets. There is a current study about bike paths. The Team should coordinate with Jessica Zenk to coordinate this work.	Comments noted. VTA will continue to discuss how these projects will proceed with the City of San Jose.

Please refer to 28 th Street on the maps not Alum Rock.	Comment noted.
Public comment: Will the trail allow scooters? Will it be paved?	The plan is for paved trails.
We need to be looking at level access routes between downtown and Berryessa. Currently crossing Route 101 the Santa Clara bridge is the closest thing to level that we have, and it is not very level or very wide.	Comment noted.
Slide 72, is the mixed use 55' and 65' referring to the future?	Yes.
Be aware that there are three additional developments you may not be aware of from looking at your visuals: 1) N.21 st Street by Roosevelt park 2) King and Alum Rock North West corner parcel and 1936 Alum Rock Avenue parcel.	Thank you.
Slide 73 should include a new city park that is now open at 31 st and East San Antonio.	Thank you.
The City of San Jose does not require contribution to public amenities. How is that money going to be generated, especially with the high affordable housing requirements?	There is a tension there. Part of this study effort will be to look into some strategies regarding fiscal issues.

Follow-Up Items:

- Add deep dive on real estate acquisition process to the September meeting agenda.
- Provide link to the TOD Background Conditions report when available.
- Keep CWG members informed of station naming item on future VTA Board agendas opportunities.
- Distribute new funding plan once developed.
- CWG members to get comments to Eileen on draft factsheets by June 29.
- Translate the CEOP materials into Portuguese.
- For the CEOP materials, add “East” to the references to Santa Clara Street as appropriate. – See response in meeting summary
- Correct Little Portugal reference to be second not third largest community. – See response in meeting summary
- Fix East William Street name on slide 82 – See response in meeting summary

Prepared by: Eileen Goodwin, Apex Strategies

Distribution:

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