

# Pleasant Hills Vision

## Community Workshop 2

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*April 25 & 29, 2024*



**Latina Coalition**  
Silicon Valley



**PLACEWORKS**

**FEHR & PEERS**

Thank you for coming!

# AGENDA

1. Welcome
2. Presentation
  - Project Overview
  - Community Context
  - What We've Heard
3. Q&A
4. Table Discussions
5. Share Back
6. Closing



114-acre Pleasant Hills Golf Course (PGHC) closed in 2004

Housing?

Commercial?

Amenities?

Cunningham Ave.

Tully Rd.

S. White Rd.



# PHGC Guiding Principles Process

- Community engagement process **led by City of San José.**
- **Guiding Principles will set overall parameters** for development in response to community input.
- Developer has submitted a preliminary application for a General Plan Amendment but **doesn't yet have a specific development proposal.**





# Engagement Process Overview

## Community Workshop 1 (February) *\*virtual and in-person*

- Share your vision, ideas, priorities, and concerns about potential development at PHGC.



## Community Workshop 2 (April) *\*virtual and in-person*

- Discuss specific issues that should be covered in the guiding principles for potential development at PHGC.

## Community Workshop 3 (August) *\*virtual and in-person*

- Provide feedback on the draft guiding principles for potential development at PHGC.



# Engagement Process Overview



## Online Survey 1 (February - April)

A virtual option to share your vision, ideas, priorities, and concerns about potential development at PHGC.



## Online Survey 2 (Closes May 20)

A virtual option to identify what should be characteristics of potential future development at PHGC.

# What is a Guiding Principles document?

## It will...

- **Direct** what future development should achieve.
- **Outline** development types, affordability and amenities.
- **Recommend** potential transportation improvements.
- **Suggest** measures for preserving and enhancing neighborhood character.

## It won't...

- **Control** the exact design for future development.
- **Determine** commercial or residential tenants.
- **Result** in any final permits (development will still undergo a complete development review process).

# Process Milestones

<b>1<sup>st</sup> Draft of Guiding Principles</b>	Early June 2024
<b>Submittal of Developer Application</b>	Mid-June 2024
<b>Notice of Preparation (NOP) 30-day Circulation</b>	Late July - Late Aug. 2024
<b>Community Workshop 3</b>	Mid-August 2024
<b>City Council Hearing on Principles</b>	September 2024
<b>Public Review of Project and EIR</b>	Late 2024 and beyond



# Community Context

A scenic view of a golf course. The foreground shows a paved path with white lane markings and a chain-link fence. Beyond the fence is a lush green golf course with several trees, some with yellowing leaves, suggesting autumn. In the background, there are rolling hills under a clear blue sky with a few wispy clouds.





**Reid-Hillview  
Regional Airport**

**Lake Cunningham Park**

**Pleasant Hills  
Golf Course Site**

**Eastridge Lightrail Extension**

**Eastridge Mall**

Tully Road

Quimby Road

E Capitol Expressway

S. White Road



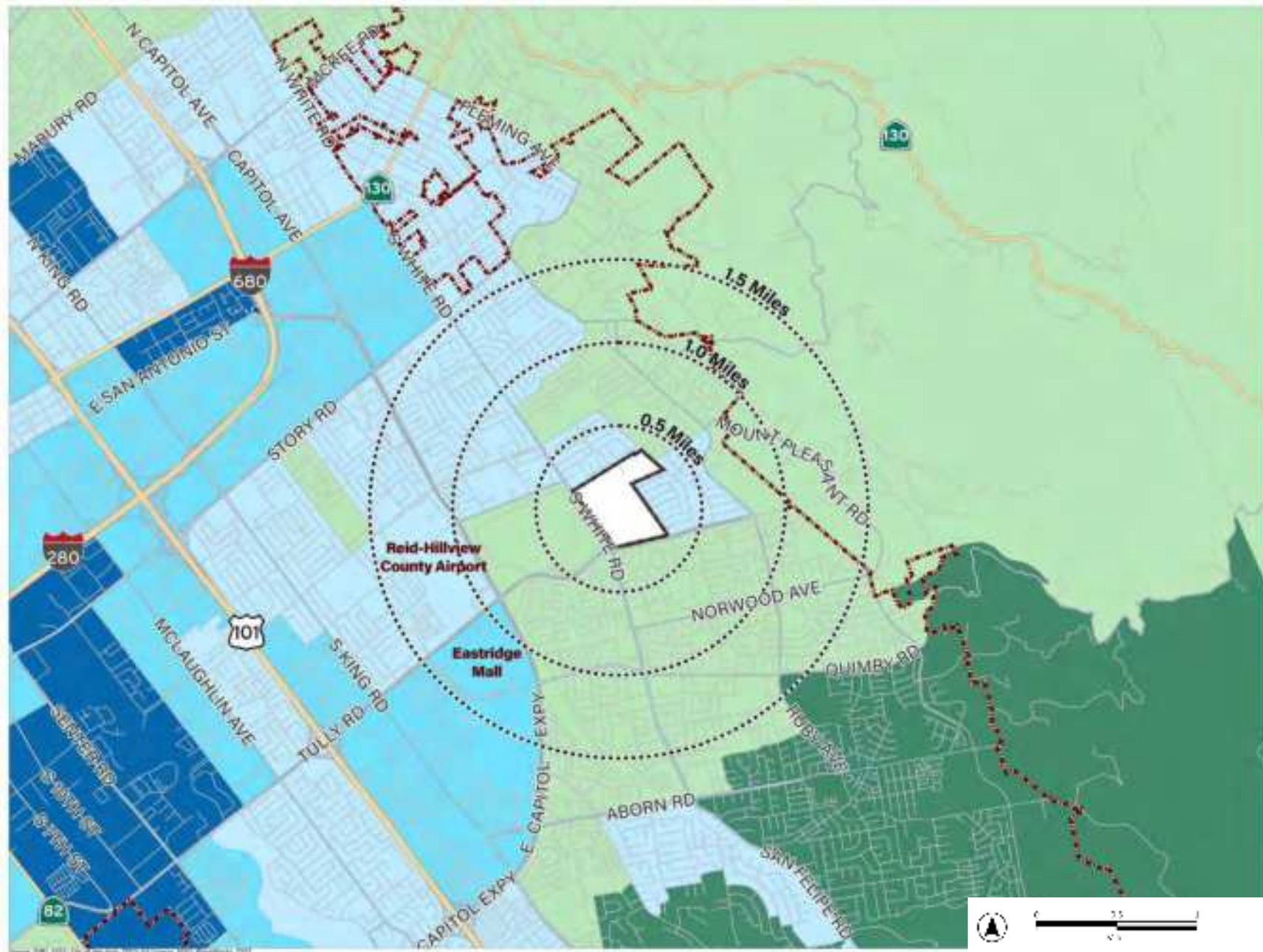




# MEDIAN INCOME

Median Household Income in past 12 months  
(inflation-adjusted dollars to last year of 5-year  
range)

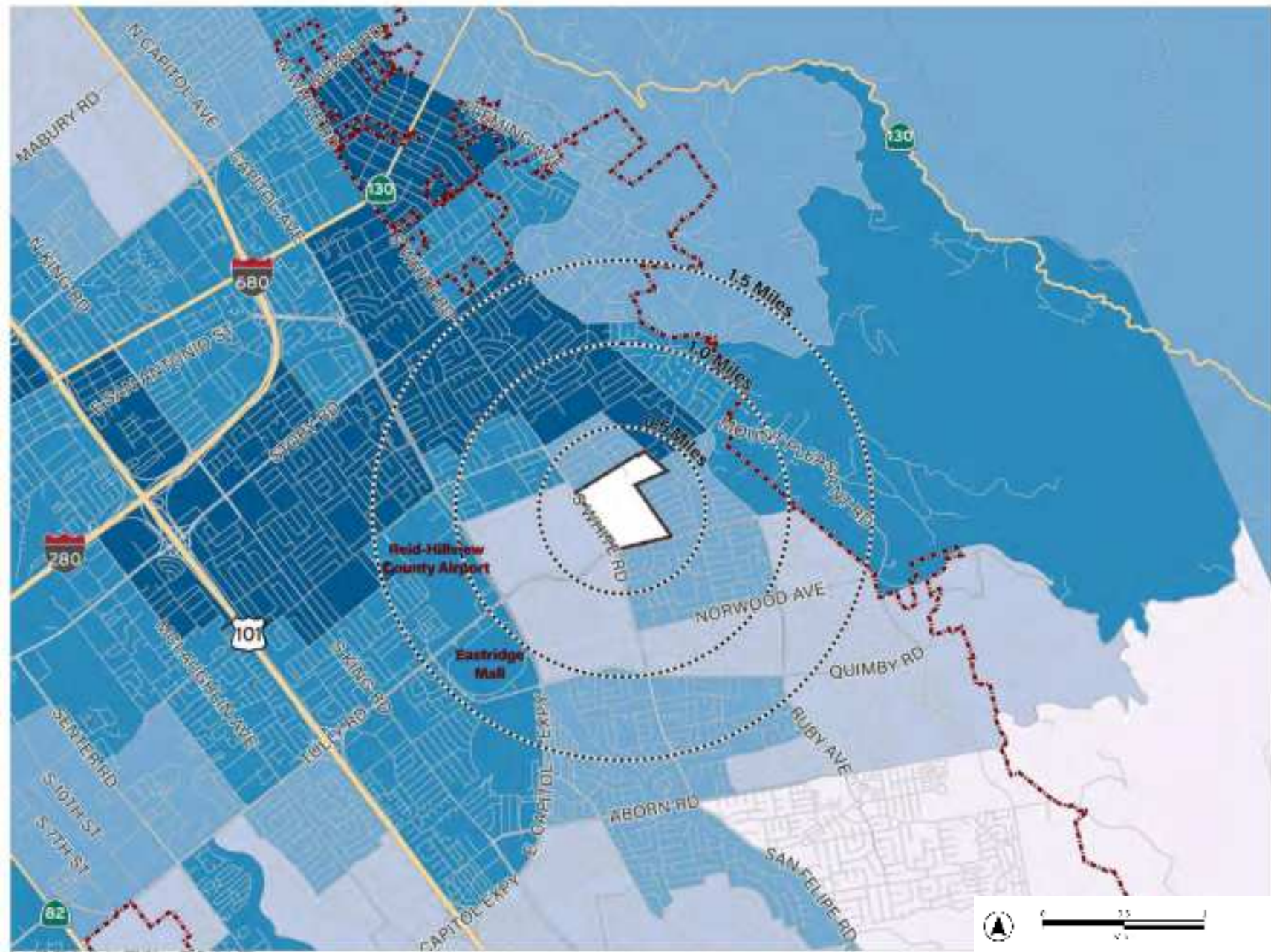
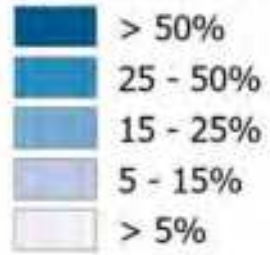
- Less than \$55,000 (Extremely Low Income)
- \$55,000 - \$90,100 (Very Low Income)
- \$90,100 - \$120,000 (Low Income)
- \$120,000 - \$175,000 (Moderate Income)
- Greater than \$175,000 (>Moderate Income)





# SPANISH SPOKEN AT HOME

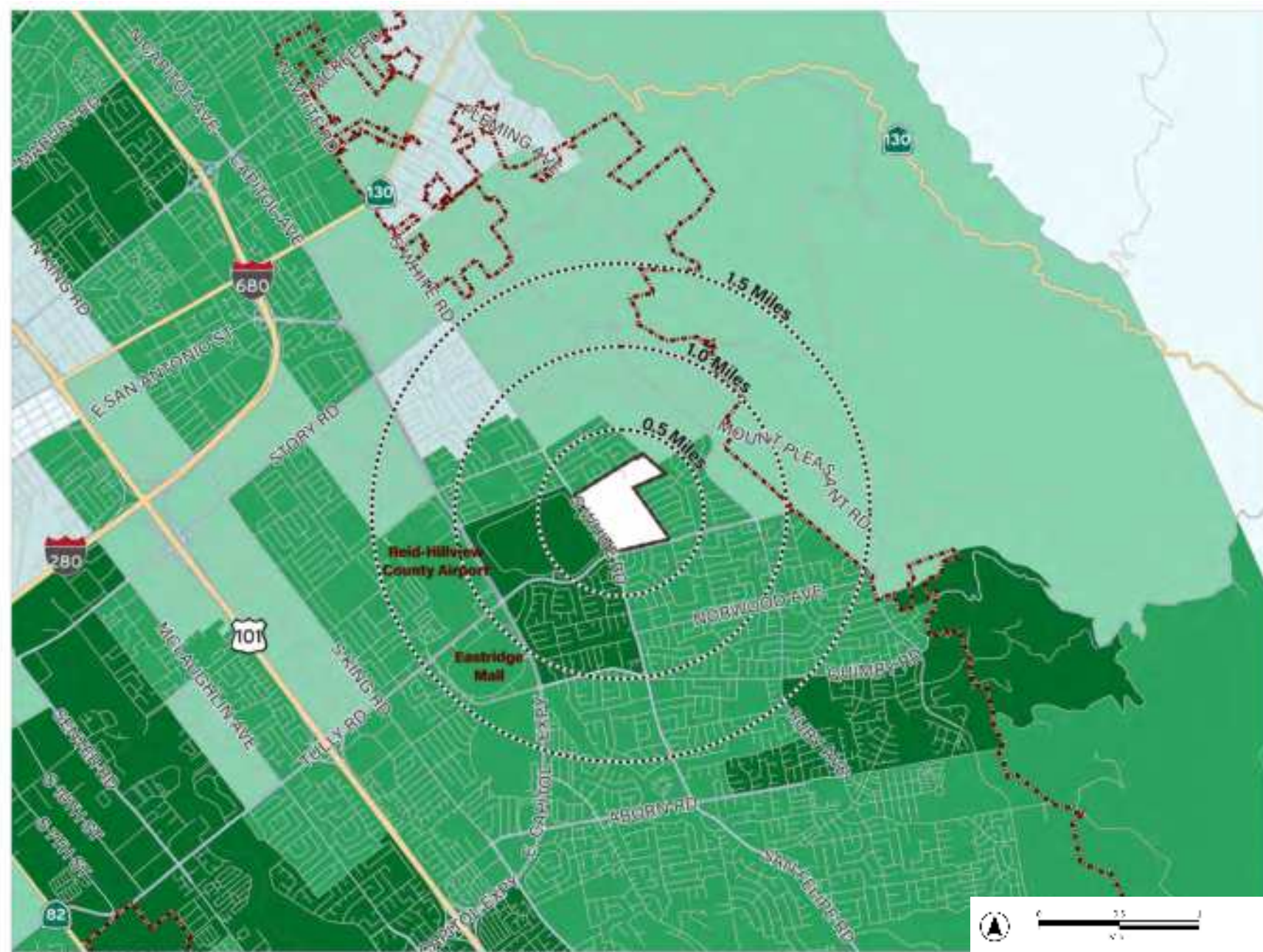
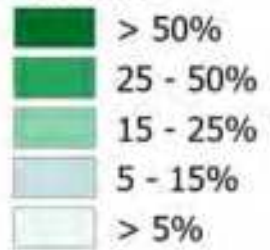
Percent of Population Age 5+ Who Speak Spanish at Home





# ASIAN OR PACIFIC ISLAND LANGUAGE SPOKEN AT HOME

Percent of Population Age 5+ Who Speak an Asian and Pacific Islander Language at Home



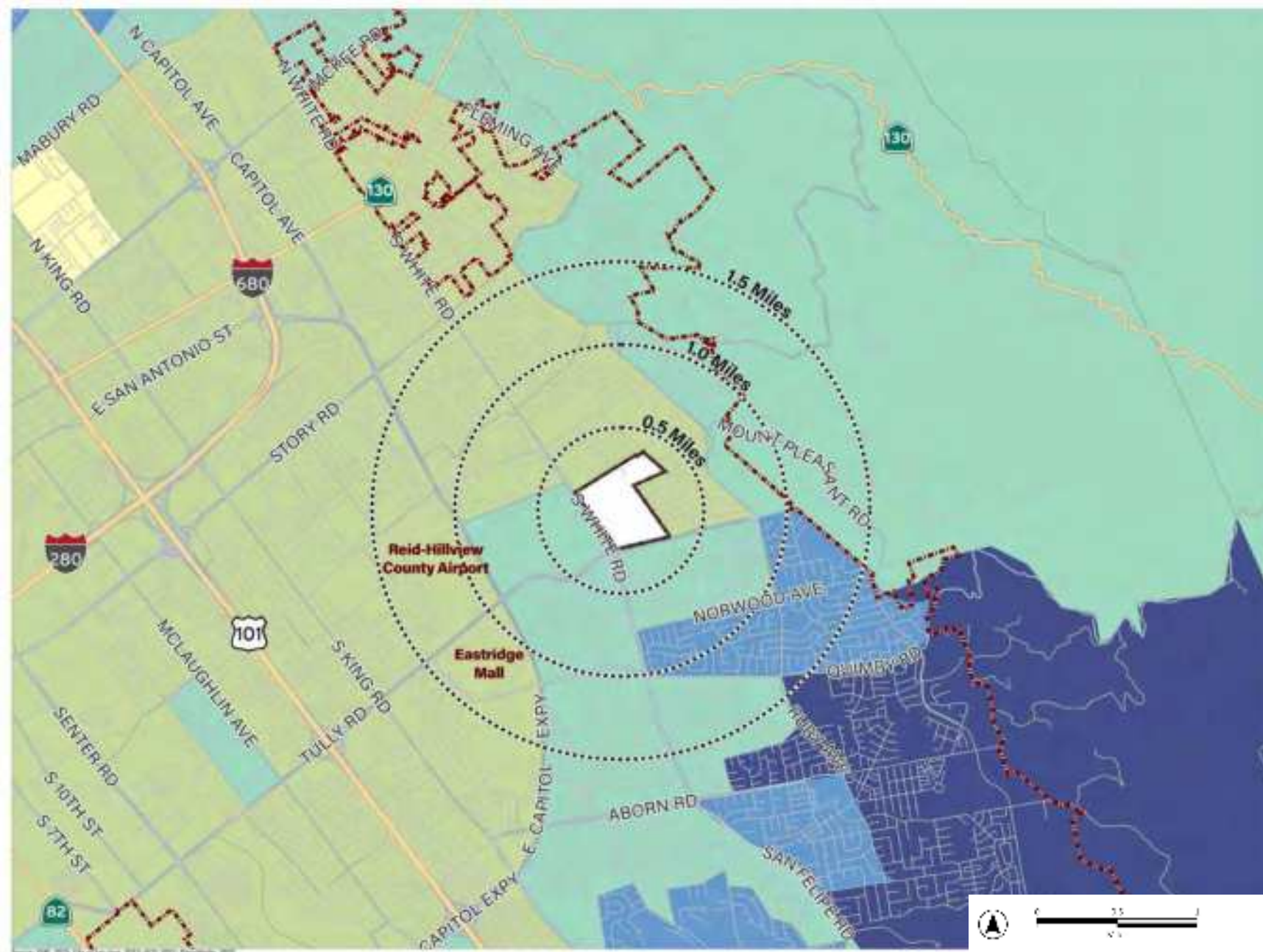


# TCAC/HCD OPPORTUNITY AREAS

TCAC/HCD Opportunity Map - Composite  
Score (HCD, 2023) - Tract

- Highest Resource
- High Resource
- Moderate Resource
- Low Resource
- High Segregation & Poverty

Data from the State's Tax Credit  
Allocation Committee (TCAC)  
and the State Department of  
Housing and Community  
Development (HCD)





# EXISTING AND PLANNED PUBLIC TRANSPORTATION







-  Existing LRT Station
-  Proposed LRT Station
-  Proposed LRT Route
-  Railroad
-  VTA Stops
-  VTA Routes











# BIKE FACILITIES

## Existing Bikeways

-  Path or Trail (Class I)
-  Bike Lane (Class IIA)
-  Bike Lane (with buffer) (Class IIB)
-  Bike Route (Class IIIA)
-  Bike Boulevard (Class IIIB)
-  Protected Bike Lane (Class IV)

## Proposed Bikeways

-  Path or Trail (Class I)
-  Bike Lane (Class IIA)
-  Bike Lane (Class IIB)
-  Bike Lane or Protected Bike Lane (Class II or IV)
-  Bike Boulevard (Class IIIB)
-  Protected Bike Lane (Class IV)
-  Spot Improvement





# TRAFFIC CONGESTION (Average Weekday Peak)

Future Transportation Analysis:

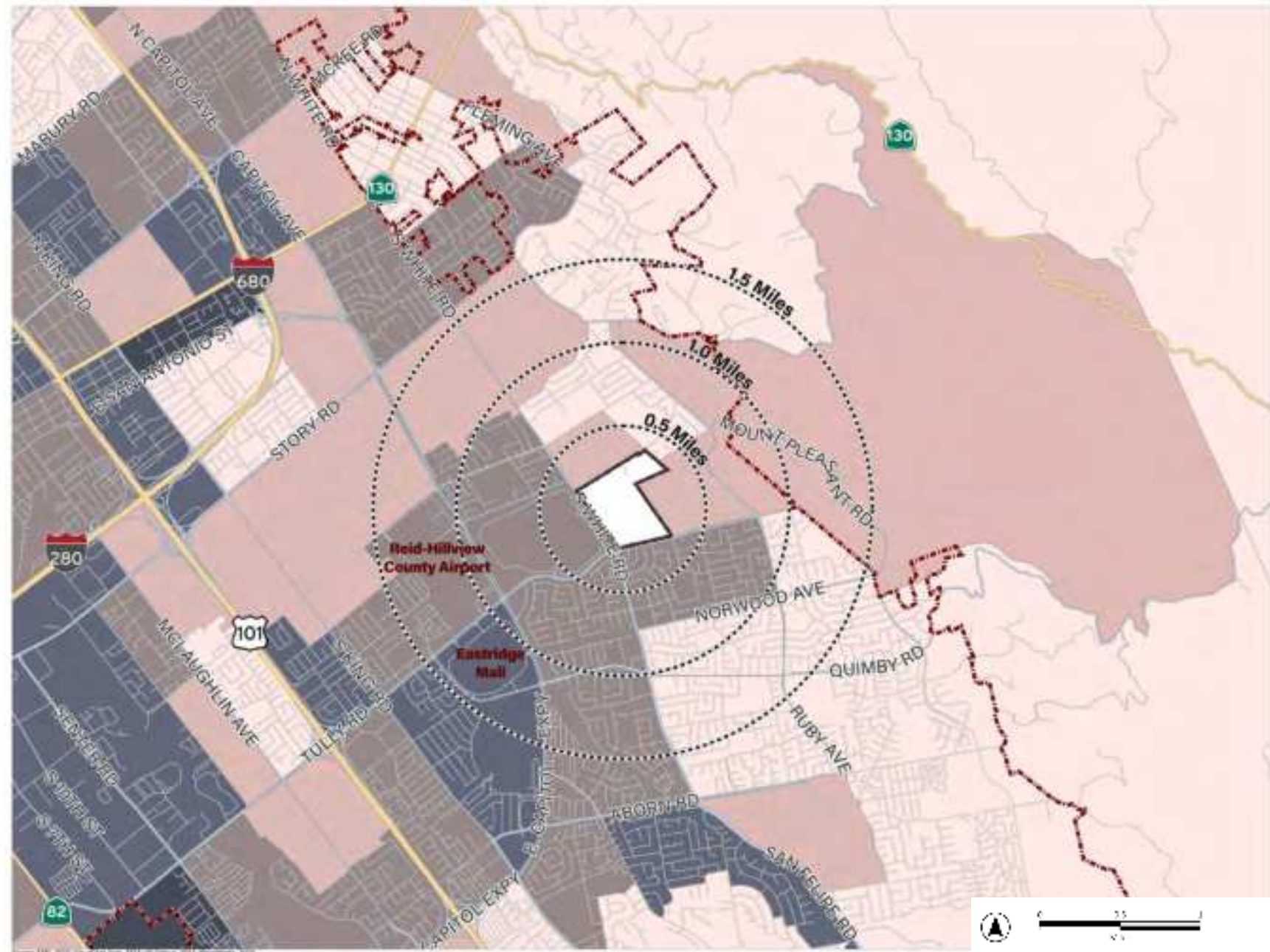
- **Environmental Impact Report (EIR) Transportation Analysis**
- **Local Transportation Analysis**
- **Transportation Demand Management Plan**





# ACCESS TO VEHICLES

Percent of households with no vehicle available



# What We've Heard So Far

A scenic view of a golf course. In the foreground, there is a paved path with white lane markings and a chain-link fence. Beyond the fence is a lush green golf course with several trees, some with yellowing leaves, suggesting autumn. A small pond or water feature is visible in the middle ground. The background shows a clear blue sky with a few wispy clouds and distant hills.



# Community Workshops and Survey

- Most participants live within .5 mile of PHGC
- Common appreciation for:
  - Parks, open spaces, and recreational facilities.
  - Libraries.
  - Local schools.
  - Evergreen Valley College.
  - Retail destinations (Eastridge Mall, Costco, Safeway, Evergreen Village Square).
  - San Jose Job Corps Centers

**2** meetings

**180** participants

**183** survey responses



# Housing

- Design for cohesion with existing neighborhood character.
- Ensure sufficient infrastructure (utilities, schools, grocery stores, transit, internet).
- Provide a range of affordability levels and housing types.



# Economic Development

- Limited retail space, no big-box stores.
- Small businesses & “mom-and-pop shops.”
- Independent restaurants, small entertainment.
- Some limited job creation.



# Parks and Public Space

- Connection to Lake Cunningham.
- Active and passive recreation opportunities.
- Effective management and maintenance of parks, open space, landscaping.
- Design harmonious with nature, wildlife.
- Public amenities (community centers, gardens, event space, programming).





# Transportation

- Improved bike and pedestrian infrastructure.
- Added bus stops, routes, shuttles.
- Connection to Eastridge Transit Center and future VTA light rail line.
- Off-site improvements to address traffic impacts.
- Sufficient parking to accommodate all uses.



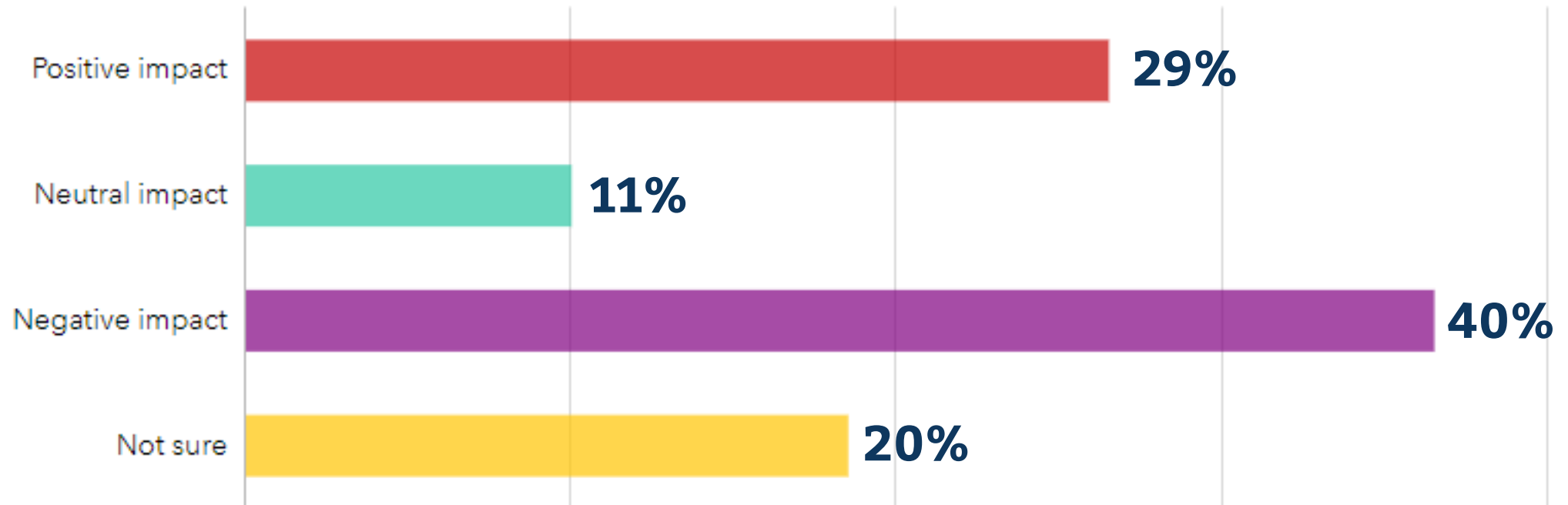
# Sustainability

- Green construction techniques and buildings.
- Water conservation.
- Renewable energy (especially solar).
- Responsible landscape design (native plants, tree and wetland preservation).
- Mitigation of construction impacts (traffic, air quality, etc.).

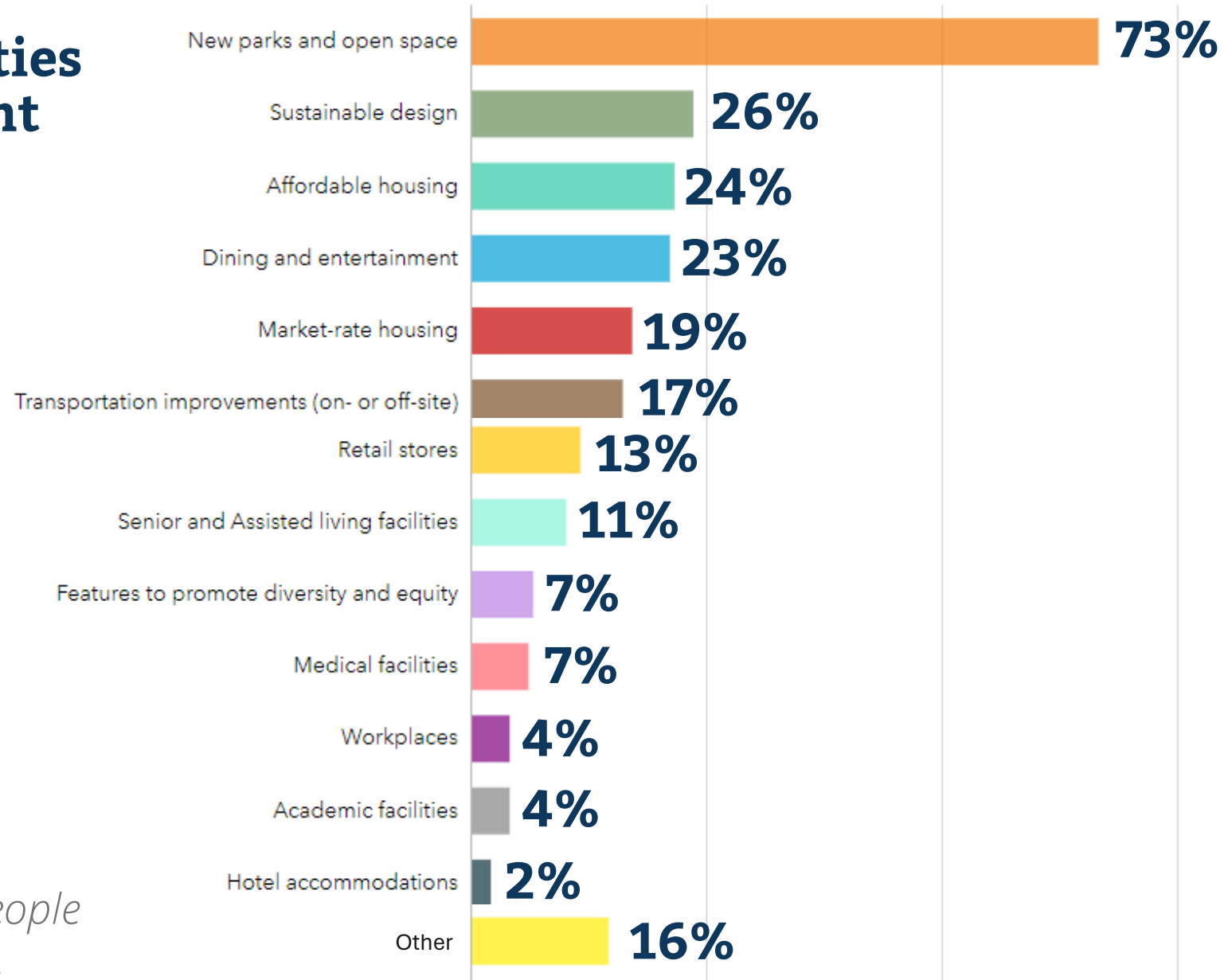




# How do you envision new development on the PHGC site impacting the overall character of the community?



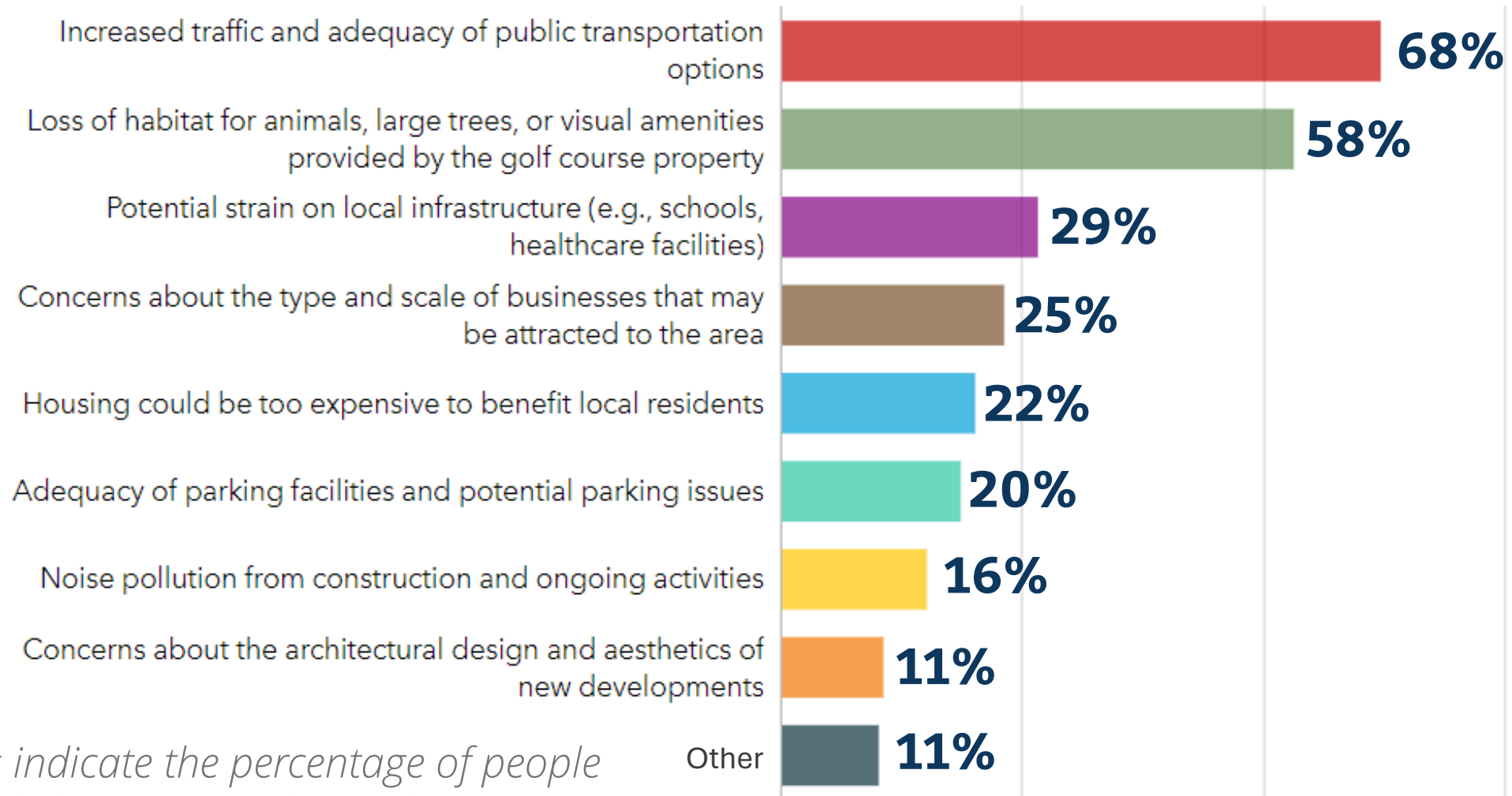
# What are your top priorities for potential development on the PHGC site?



*Percentages indicate the percentage of people that included the option in their selection.*

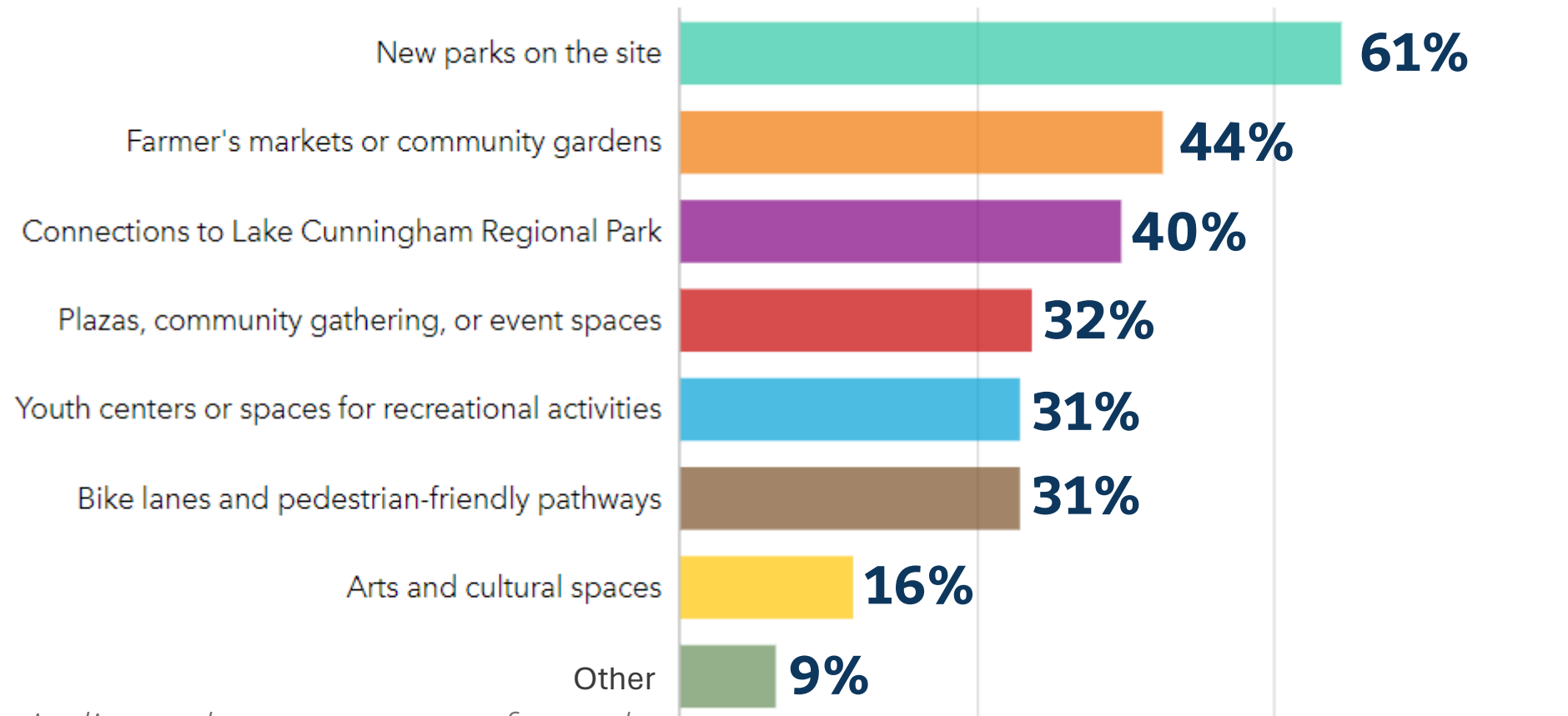


# What are your greatest concerns about potential development on the PHGC site?



*Percentages indicate the percentage of people that included the option in their selection.*

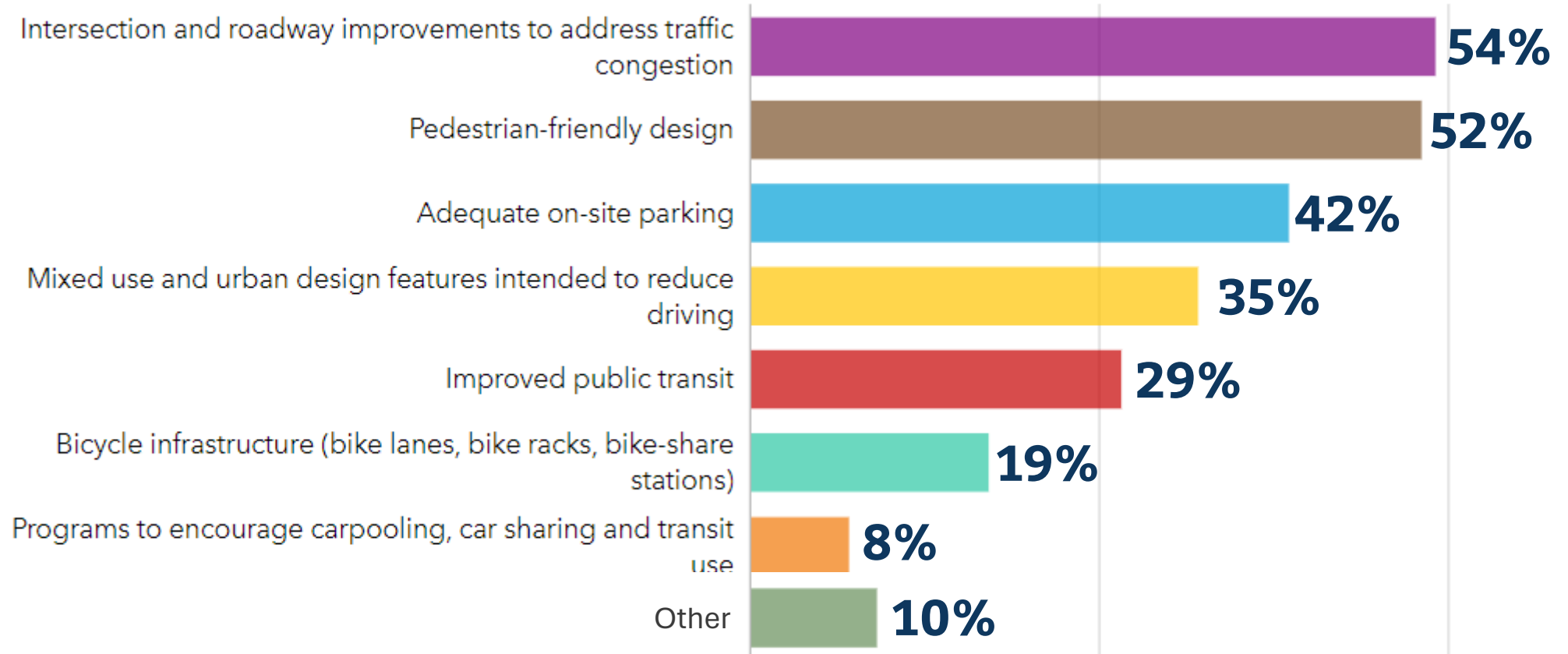
# Which community amenities would you most like to see in and around the PHGC site?



*Percentages indicate the percentage of people that included the option in their selection.*

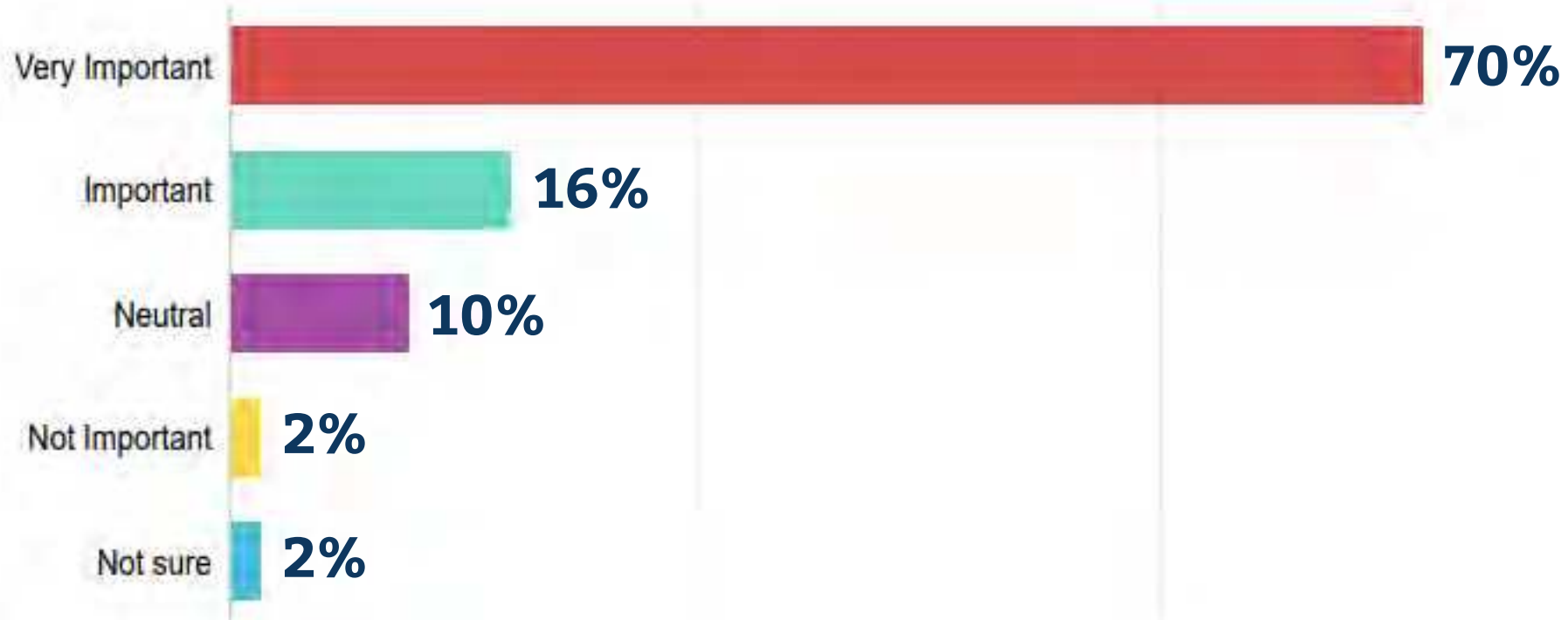


# What are your top priorities regarding traffic and transportation to support potential development at the PHGC site?



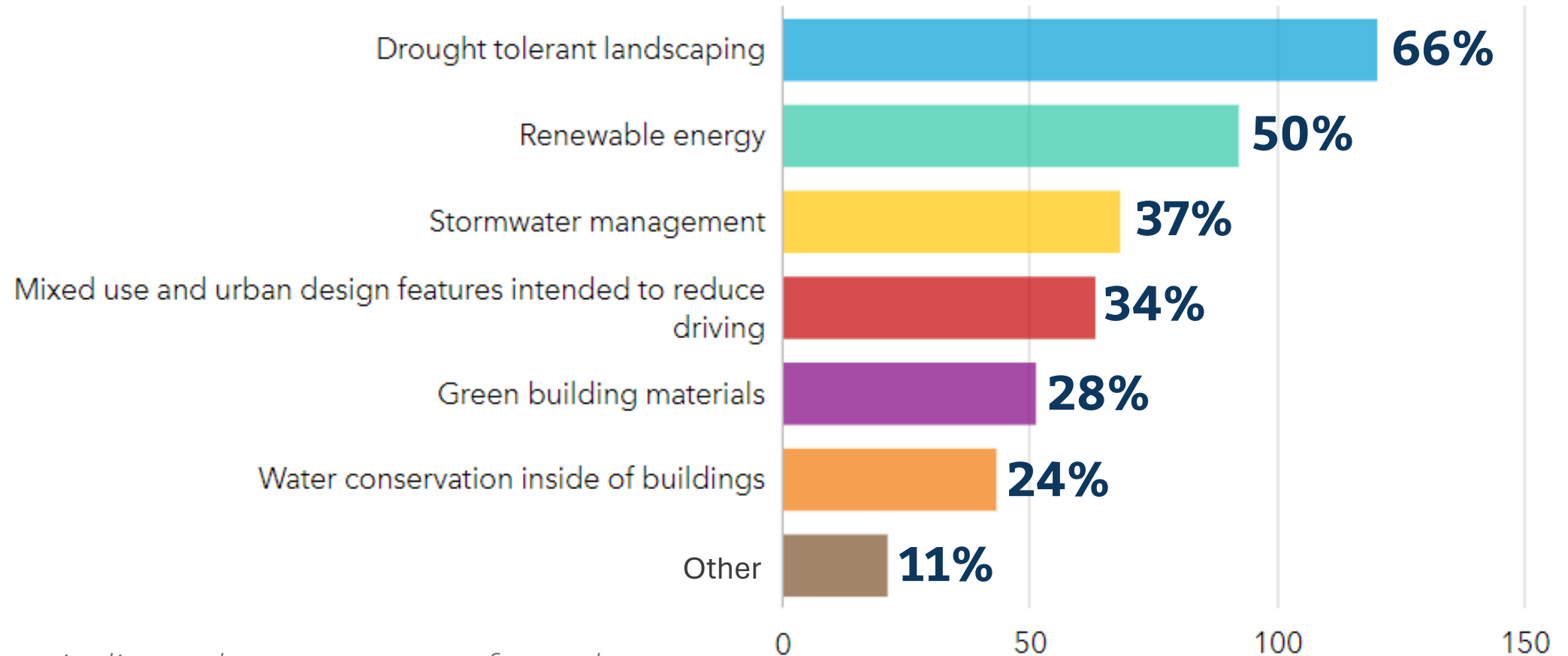
*Percentages indicate the percentage of people that included the option in their selection.*

# How important is environmental sustainability in potential development of the PHGC site?





# What environmental features or practices would you most like to see implemented in development at the PHGC site?



*Percentages indicate the percentage of people that included the given option in their selection.*

# Table Discussions

A scenic view of a golf course under a clear blue sky with a few wispy clouds. The foreground features a paved path with white lane markings and a chain-link fence. Beyond the fence is a lush green golf course with scattered trees, some with yellowing leaves, and a small pond or water feature. The overall atmosphere is bright and open.



# Site Priorities Card Game

Use your deck of cards to identify what should be characteristics of potential future development at PHGC.

- **Priorities**
- **Okay to Include**
- **Excluded**



# Questions and Answers *(10 Minutes)*

*Additional Q&A in table discussions*



*Online Survey 2 is  
now available!*

A virtual option to share your opinion on the specific issues that should be covered in the guiding principles.



***[bit.ly/PHVisionSurvey](https://bit.ly/PHVisionSurvey)***