



Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Jon Cicirelli

SUBJECT: SEE BELOW

DATE: November 19, 2018

Approved

Date

11/29/18

COUNCIL DISTRICT: 3

SUBJECT: SAN JOSE LIGHT TOWER LANDMARK SITE SELECTION AND NEXT STEPS

RECOMMENDATION

- a. Accept Guadalupe River Park at Arena Green as the highest-ranking location from the site selection analysis completed for the San Jose Light Tower Corporation in coordination with the Department of Parks, Recreation and Neighborhood Services, Public Works, and Office of Economic Development/Office of Cultural Affairs.
- b. Endorse the San Jose Light Tower Corporation's plan to proceed with an International Ideas Competition to solicit concepts for a world-class iconic landmark at Guadalupe River Park at Arena Green.

OUTCOME

This action will allow the San Jose Light Tower Corporation (SJLTC) to consider the Arena Green portion of Guadalupe River Park as its preferred site for their proposed gift to the City. This will allow SJLTC to proceed with an International Ideas Competition, the next phase of work towards the goal of giving the City of San José an iconic landmark.

EXECUTIVE SUMMARY

The SJLTC is a 501(c)(3) non-profit corporation that seeks to build an artistically-inspired iconic landmark on park land located in downtown San José. On May 1, 2018 City Council endorsed SJLTC's concept and authorized City staff to coordinate with the SJLTC and its consultant team in performing a site selection study.

Steinberg Hart consultants were contracted by SJLTC to perform the Site Selection Study. Table ES-1 summarizes the results of this analysis.

**Table ES-1
Results of Site Ranking**

Site Name	Total Points
Arena Green	69.73
Plaza de Cesar Chavez	56.00
Diridon Station	50.34
Saint James Park	48.24
Guadalupe Gardens	48.23
Discovery Meadow	48.15
Park Avenue	47.48

If Council accepts the results of the Site Selection Study and authorizes the SJLTC to proceed, the next step in the development process will be an International Ideas Competition. The competition will be conducted and fully funded by the SJLTC, with support from staff within Department of Parks, Recreation and Neighborhood Services (PRNS), the Department of Public Works (PW), and the Office of Cultural Affairs (OCA).

The Competition will occur in two phases. Phase 1 includes a solicitation of ideas from the local and international community with three finalists selected. In Phase 2, the three finalists will be awarded a monetary stipend to develop their ideas for further review and selection of the final design.

The competition is expected to occur throughout 2019, with a final selection occurring on or before December 1, 2019. Following completion of the competition, staff will return to Council with a recommendation for the preferred design and seek authorization for SJLTC to proceed with design development. At that phase of the project, more details will be developed around capital funding for the project, construction strategies, and long-term operational models.

BACKGROUND

The intent of the SJLTC is to provide a gift to San José that will build civic pride, drawing residents and visitors to an active destination that will enhance economic development in the downtown core. The SJLTC describes the project as follows: “Inspired by the creation of the original San Jose Light Tower as a model of technology at the time; this new artistic icon will capture and inspire the spirit of innovation that is unique to Silicon Valley and its enduring influence on our future.”

On May 1, 2018, City Council endorsed the general concept of SJLTC’s gift to the City and authorized PRNS and OED to coordinate with the SJLTC and its consultant team in performing a site selection study. The following sites were approved by City Council on May 1, 2018:

- Arena Green;
- Discovery Meadow;
- Guadalupe Gardens Park;
- Plaza de Cesar Chavez
- Saint James Park; and,
- Diridon Station Area.

During development of the site selection criteria, SJLTC was asked by City staff to also evaluate Park Avenue at Almaden Boulevard near the Center for the Performing Arts as a potential location for the project. Therefore, a total of seven sites were considered. SJLTC contracted with the firm of Steinberg Hart to lead the evaluation of the sites noted above.

The next step in developing this project will be the execution of a two-phase International Ideas Competition. In Phase 1, ideas will be solicited locally and from throughout the world, offering opportunity for anyone to submit ideas. No entry fee will be charged. All ideas will be reviewed and evaluated by a jury and, in Phase 2, three teams will be awarded a stipend to further develop their concepts. The final concept will be selected by the jury from among the three finalists.

ANALYSIS

Site Selection Study

The SJLTC consultant, Steinberg Hart, led representatives of the SJLTC, PRNS, PW, the Office of Economic Development (OED), and other stakeholders through the site selection process. The completed Site Selection Study is presented as Attachment A. Sixteen criteria were identified as important to the success of the project and its value to the City of San José. These sixteen were categorized into three Principles: Programming Criteria, Location Criteria, and Site Specific Criteria. Table 1 presents these criteria and the underlying elements that were included in each.

Table 1
Criteria for Site Evaluation – San Jose Light Tower Corporation

Principle	Specific Criteria
Programming	1. Area available 2. Outdoor capacity (of events and gatherings)
Location	1. Site offers access to public transit 2. Optimize view corridors 3. Economic development considerations 4. Incentives and cost off-sets (potential funding opportunities) 5. Site location optimizes neighboring San José foot traffic (optimal opportunity)
Site Specific	1. Potential for future expansion 2. Utility requirements - current and future 3. Proximity to airport and One-Engine Inoperative restrictions (airport elevation restrictions) 4. Site is evaluated based on aircraft noise contours (noise impacts from airport) 5. No obvious negative environmental influences (no unmitigatable impacts) 6. Available parking within walking distance 7. Define and evaluate conceptual tower massing at each location 8. Adjacent and surrounding land use 9. Project Timeline

A working session was facilitated by Steinberg Hart on July 13, 2018 in which City staff and SJLTC spent three hours taking an anonymous survey to prioritize the criteria and weight them accordingly. The criteria were ranked by each of the participants on a scale of 1 (not important) to 5 (very important). Based on the voted score, each criterion was then weighted to provide a total score of 100 possible points for each location.

The results of the weighting exercise are shown in Table 2. The Criteria and Weighting process is presented in Attachment A.

TABLE 2
Weighting of Site Selection Criteria

Points	Criteria
8.06	Site offers access to public transportation
8.06	Define and evaluate conceptual tower massing at each location
7.50	Optimize view corridors
7.50	Adjacent and surrounding land use
7.22	Outdoor capacity
7.22	No obvious negative environmental influences
6.67	Economic development considerations
6.67	Incentives and cost off-sets
6.39	Utility requirements current and future
5.83	Area available
5.83	Project timeline
5.28	Proximity to airport and One Engine Inoperative (OEI) Restrictions
5.00	Site location optimizes neighboring San José foot traffic
4.72	Site is evaluated based on aircraft noise contours
4.16	Available parking within walking distance
3.89	Potential for future expansion
100.00	TOTAL AVAILABLE POINTS PER SITE

Over the course of the summer and fall, Steinberg Hart used the weighting criteria listed above as the foundation for the site analysis, gathering data and meeting extensively with professionals having knowledge of each site.

Once the data were acquired and analyzed, scores for the 16 criteria were given for each site. The sum of the points for each location determined the most compatible site for the SJLTC's project. Table 3 summarizes the results of this analysis.

Table 3
Results of Site Ranking

Site Name	Total Points
Arena Green	69.73
Plaza de Cesar Chavez	56.00
Diridon Station	50.34
Saint James Park	48.24
Guadalupe Gardens	48.23
Discovery Meadow	48.15
Park Avenue	47.48

Based on the results of the quantitative and objective analysis completed by Steinberg Hart, Arena Green is the preferred location for the landmark proposed by the SJLTC. The preferred location for development does not include the Confluence Point area of Arena Green where various cultural memorials are located. That portion of the park will be preserved during the SJLTC project, but some enhancements to the area may be included in the final project concept. The preferred location is located within the Guadalupe River Park Conservancy's management area and therefore the site will be referenced as the Arena Green at Guadalupe River Park in future discussions.

International Ideas Competition

Prior to the start of the competition, the SJLTC team will prepare a Competition Brief. The Competition Brief will contain information about the physical site (e.g., existing park uses, the riparian corridor, etc.), adjacent uses of the site (e.g., Highway 87, SAP Center, and future Diridon area development), height limitations, and other physical attributes. The Competition Brief will provide background on San José and its place in Silicon Valley, its history, and the vision for its future. Staff will support development of the brief and work collaboratively on its development. The proposed competition would seek ideas for activating the site and would not pre-suppose specific uses, such as a cafe. The intent is to provide an unrestricted palette for entrants to consider as they develop concepts.

In developing the Competition Brief, a variety of organizations will be consulted. Following are examples of some likely organizations:

- Guadalupe River Park Conservancy
- SPUR (San Francisco Bay Area Planning and Urban Research Association)
- City of San José (including Airport, City Attorney's Office, PRNS, OED, and PW)
- Santa Clara Valley Water District
- James Lick Observatory
- California Department of Transportation
- Little Italy

The SJLTC, through its competition consultant will develop the Competition Brief. City staff from PRNS, PW, OCA and OED will work collaboratively on the brief with SJLTC. Legal review from the City Attorney's Office will also be requested prior to the competition to ensure that concerns relating to City Charter or City ordinances are appropriately resolved.

The Competition Brief will be distributed via an extensive marketing plan that has been developed by the SJLTC in coordination with its consulting team. The plan is intended to cast a broad net and spark interest from various locations. The plan includes:

1. Development of a Website: The website will be the key marketing feature of the competition. The website will feature information about the Arena Green site, its context within the City and the aspirations of the project. Deadlines, submission

requirement and other key information will be presented. Entrants will submit their concepts through the website and winning submissions will be posted there as well. This website will go “live” at the start of the competition.

2. Digital Advertisements and Outreach: Solicitations and advertisements for entrants will be purchased on various websites that focus on architecture, art, and design competition such as www.bustler.net, www.archinect.com, and www.CallforEntry.org. Additional websites may also be used for the solicitations at the discretion of the SJLTC. Other digital outreach will be via production of a YouTube video filmed at the competition site, and social media outreach via project partners such as the City of San José Office of Cultural Affairs and PRNS.
3. Print Media: Solicitations will be mailed to various chapters of the American Institute of Architects and targeted international firms, and placed in local galleries and museums. There will be outreach to select magazines (e.g., *Architectural Record*, *Metropolis*, *Architect's Newspaper*, *Architect*, etc.) and press releases will be issued to Bay Area, national, and international media outlets to garner additional attention.
4. Radio and Broadcast Media: The SJLTC intends to perform additional outreach via local, regional, national, and international radio and television media.

Submittals will be evaluated by a jury of seven people, including local and international leaders. The jury will represent the diversity of the San José community and include various backgrounds such as architects, community leaders, and a “place-making” expert. Other jury members will hold similar backgrounds but will not necessarily be from within the San José community. One representative of the SJLTC and one member of the city’s executive staff will be included on the jury.

The jury will evaluate the Phase 1 submissions and recommend three to move on to Phase 2. As part of the Phase 1 evaluation, the jury may elect to post some of the competition ideas for public view and comment. This may occur, for example, in the City Hall Wing or some other public location. The selection criteria will be relatively subjective. Jury members will be provided with rating criteria that will be developed as the competition moves forward, but prior to the deadline for Phase 1 submittals. The rating criteria will be developed by the SJLTC ideas competition facilitator in collaboration with appropriate City staff.

In Phase 2, the three finalists will be provided a stipend of approximately \$50,000 each to support further development of their idea into a more detailed concept. The three concepts will then be judged and evaluated by the jury using similar subjective criteria to that was used in Phase 1. For Phase 2, the jury may be expanded to include participants with additional expertise.

Following Phase 2, the jury will recommend a preferred design to the SJLTC and the City Manager. The SJLTC and the City Manager will discuss the selection with their respective staff and make a recommendation to Council regarding acceptance of the design.

EVALUATION AND FOLLOW-UP

If endorsed by the City Council, the SJLTC will proceed with an International Ideas Competition in early 2019. The competition will take place during 2019, with a final selection occurring on or before December 1, 2019. Following completion of the competition, staff will return to Council with a recommendation for the preferred design and seek authorization for the SJLTC to proceed with design development. At that phase of the project, more details will be developed around capital funding for the project, construction strategies, and long term operational models.

PUBLIC OUTREACH

The SJLTC has conducted numerous outreach sessions during the site selection process. The following groups were contacted by SJLTC and the project concept was presented:

- San José City Council (May 2018)
- San José Parks Commission (September 2018)
- San José Arts Commission (June 2018)
- Various City departments including PRNS, OCA, Airport, and PW
- San Jose Downtown Association
- Preservation Action Council of San Jose
- Silicon Valley Organization
- Cesar Chavez Family Vision
- San Jose Jazz Board of Directors
- Christmas in the Park
- San Jose Social Club
- Silicon Valley Chapter of American Institute of Architects
- SAP Corporation
- Preservation Action Council of San Jose
- San Jose Sharks
- GOOGLE
- San Jose Downtown Residents Association
- The Tech Museum

On October 22, 2018, representatives of the SJLTC and PRNS met with the Board of Directors of Guadalupe River Park Conservancy. At this meeting Arena Green was presented as the preferred location and the Board was given the opportunity to comment on and ask questions about the project. The Board signaled general support for the project and indicated they were interested in future discussions.

In addition, the SJLTC has established an ongoing advisory committee that meets periodically to provide guidance related to the project. This group includes community leaders from throughout the city who are committed to San José and its future.

HONORABLE MAYOR AND CITY COUNCIL

November 19, 2018

Subject: San José Light Tower Landmark Site Selection and Next Steps

Page 9

COORDINATION

This memorandum has been coordinated with the City Attorney's Office, the City Manager's Budget Office, the Office of Economic Development, the Office of Cultural Affairs, and the Department of Public Works.

COMMISSION RECOMMENDATION/INPUT

SJLTC presented their project to the Arts Commission on June 18, 2018 and the Parks and Recreation Commission on September 5, 2018. Both presentations were for informational purposes and no formal action was taken.

Another presentation will be made to the Parks and Recreation Commission at its December 5, 2019 meeting. That presentation will outline the results of the Site Selection Study and describe the International Ideas Competition as outlined in this memorandum.

COST SUMMARY/IMPLICATIONS

If approved to move forward, SJLTC would fund all aspects of the design competition through private fundraising efforts. The cost to the city remains limited to staff time spent in support of the project.

CEQA

Not a Project, File No. PP17-002, Consultant services for design, study, inspection, or other professional services with no commitment to future action.

/s/

JON CICIRELLI

Acting Director, Parks, Recreation and
Neighborhood Services

For questions, please contact Nicolle Burnham, Deputy Director, at (408) 793-5514.

Attachment A: Site Selection Study

An aerial photograph of San Jose, California, showing a dense urban landscape with a grid of streets, numerous buildings, and green spaces. A semi-transparent white rectangular box is centered over the image, containing the title and date. The text is in a bold, orange, sans-serif font.

San Jose Light Tower Site Selection Report

Fall 2018

San Jose Light Tower Site Selection Report

Site Study Conducted by:

Steinberg Hart
Ernie Yamane
Maggie Gaudio
Michelle Dumont
Rob Steinberg

Client:

San Jose Light Tower Corporation
Jon Ball
Steve Borkenhagen
Tom Wohlmuth (Founding Board Member)

In Collaboration with:

City of San Jose
Angel Rios Jr.
Bill Ekern
Blage Zelalich
Dave Sykes
Domenic Onorato
Jon Cicirelli
Justin Long
Kim Walesh
Kerry Adams-Hapner
Michael Ogilvie
Nicolle Burnham

The site selection process relied on the collaboration of multiple parties. Steinberg Hart sincerely thanks all those who helped contribute to this effort.

Participants

California High-Speed Rail Authority
Kelly Doyle

CMG Landscape Architecture
Haley Waterson
Matthew Arnold
Willett Moss

Design Competition Consultant
Margie O'Driscoll

Google
Joe Van Belleghem
Michael Flynn

Guadalupe River Park Conservancy
Leslee Hamilton

Norman Y. Mineta San Jose International Airport
Cary Greene

Santa Clara Valley Transportation Authority
Adam Burger

Table of Contents

01 Introduction	05 Site Specific Studies
02 Executive Summary	06 Final Recommendation
03 Process	07 Appendix
04 Criteria + Weighting	

01

Introduction

Introduction

Overview

The San Jose Light Tower Corporation (SJLTC) is a nonprofit grassroots organization formed by local community leaders whose goal is to build an iconic landmark for the city of San Jose through an international design competition. The purpose of hosting an international design competition is to realize the most creative solution. This creative, iconic landmark is intended to not only build civic pride, but also increase global recognition for the city.

“The San Jose Light Tower Corporation is building a new, world-class, distinctive landmark. Inspired by the creation of the original San Jose Light Tower as a model of technology at the time, this new artistic icon will capture and inspire the spirit of innovation that is unique to Silicon Valley and its enduring influence on our future.”

- San Jose Light Tower Corporation

Introduction

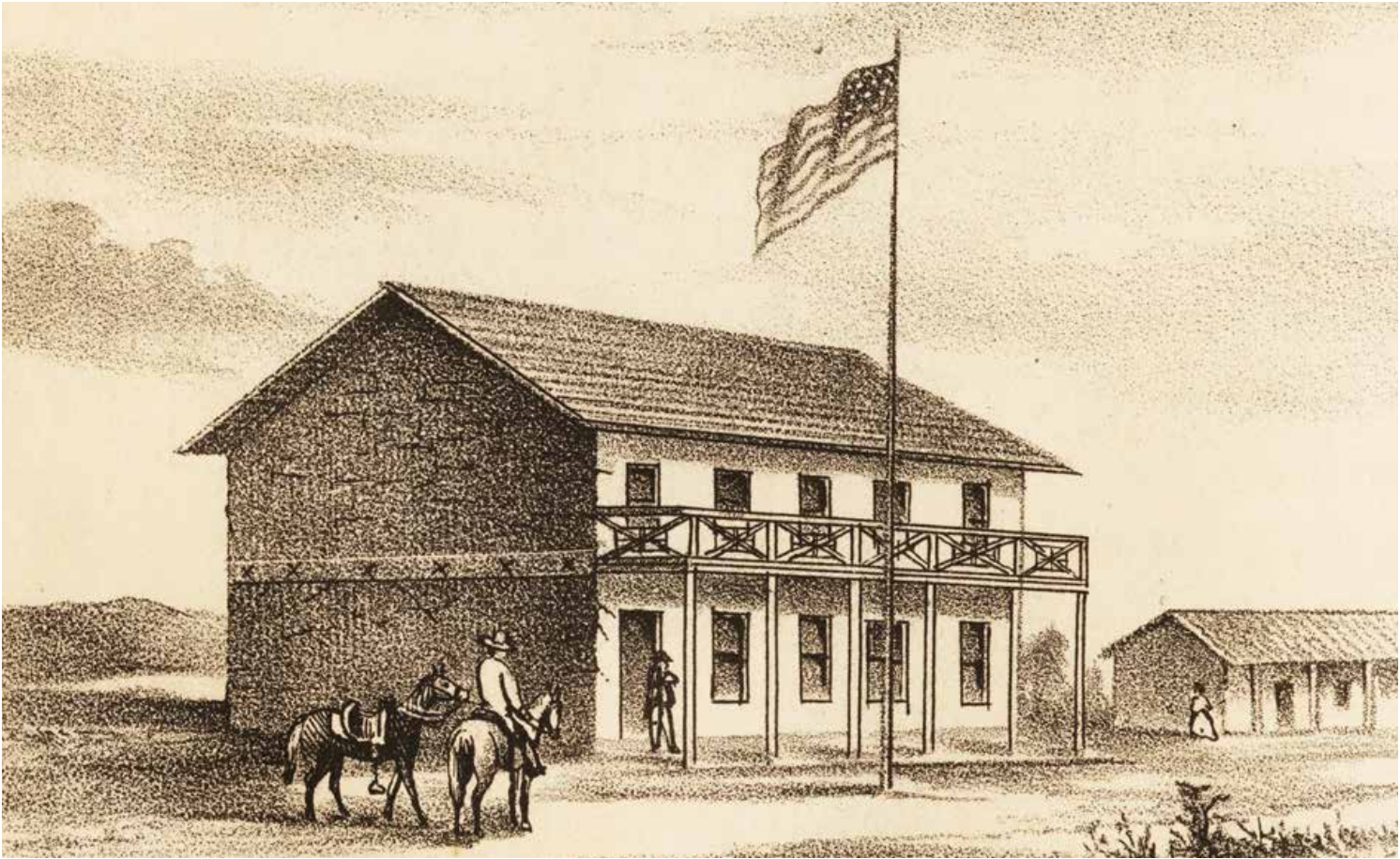
History

Long before Spaniards arrived in California, thousands of American Indians inhabited the coastal lands from San Francisco down to Big Sur and were the first of many to share the history of San Jose. The Costanoan-Ohlone tribe were drawn to San Jose because of the abundant water supply provided by the Guadalupe River.

When the Spaniards arrived, they built a chain of 21 missions and a series of forts from San Diego to Sonoma. In 1776, Captain Juan Bautista de Anza was charged by the Spanish king to lead settlers from New Spain to California. After stopping at Monterey, de Anza continued north, scouting sites in the Presidio of San Francisco and current-day San Jose.

San Jose was California’s first civilian settlement, founded on November 29, 1777, as El Pueblo de San Jose de Guadalupe. The pueblo was originally established near the Guadalupe River in the vicinity of Taylor Street, but in 1791 the severe flooding which characterized the pueblo prompted the movement of San Jose’s settlement approximately a mile south to the center of the Pueblo Plaza, which is now Plaza de Cesar Chavez and the oldest public space in California.

When the Treaty of Guadalupe Hidalgo ceded California to the United States at the end of the Mexican-American War in 1848, San Jose was the first incorporated city in California, and served as the first capital. This period was short-lived from 1849 to 1851, but the Plaza de Cesar Chavez now lies on the site and has two historical markers indicating where California’s state legislature first met.



Drawing of California’s first state house in the capitol of San Jose from 1849-1852. Image source: California State Library



Perspective map of the City of San Jose, circa 1875. Image source: Library of Congress

Introduction

History

San Jose’s first major economic boom occurred throughout the late 1800s and into the first half of the 20th century. Like the rest of Santa Clara Valley, the agriculture industry drove the city’s economy. San Jose produced, packaged, canned and shipped orchard fruits, berries, tree nuts, and vegetables. Viniculture in California began around this time too, during the Mission era, with the “Mission grape” growing well in San Jose and its surroundings. In 1852, a Bordeaux immigrant named Etienne Thee first planted vineyards along the Guadalupe River in South San Jose.

Not long after in 1857, San Jose State University (SJSU) was founded and became the first institution of public education in California. Originally a teacher’s college, it went on to join the California State Colleges system (now California State University) in 1962, demonstrating the valley’s strong commitment to research.

The first seeds of Silicon Valley’s technology legacy were planted as early as the 1880s. In 1881, the City of San Jose built a monumental 237-foot electric light tower to serve as a single source of light for the entire downtown area. This structure was built on the intersection of Market and Santa Clara Streets and became a representation of progress and the future to the people of San Jose since electricity was a relatively new source of power. The engineering of the tower was also revolutionary for the time, drawing many similarities to the Eiffel Tower built in Paris in 1887, a mere six years later. Its light was visible as far as San Francisco and the tower quickly became a national known landmark. The light tower survived the great earthquake of 1906 which damaged several important downtown structures, but it unfortunately suffered damage from a windstorm in 1915 and came down later that year for safety concerns. Since then, San Jose has never built another iconic landmark.



View of the Saratoga Foothills in the winter near San Jose, circa 1900. Image source: USC Digital Library



View of the original light tower and post office building, circa 1907. Image source: USC Digital Library

Introduction

History

In the 1930s the Stanford School of Engineering possessed an entrepreneurial spirit and was exploring the excitement of electronic technology. Leading this research was Professor Frederick Terman who wrote the first edition of radio engineering in 1932. With the help and encouragement of Professor Terman, William Hewlett and David Packard's namesake company was founded in 1939. Though Hewlett-Packard would grow to be hugely influential as an innovator and as one of the Valley's largest employers, its origins were humble: the first project was an audio oscillator, built in a Palo Alto garage.

By the 1950s, soldiers and veterans of World War II began to settle in San Jose. As the population increased, businesses moved to Santa Clara Valley to take advantage of labor and access to good ports. Military-based aerospace and electronics comprised some of the first big industries, and so the shift from agriculture to "electroculture" continued.

The valley continued to develop a reputation for innovation and the close proximity of these technological companies led journalist Don Hoefler to coin the term "Silicon Valley" in 1971 . He used this term in his series of articles for Electronic News called "Silicon Valley USA."

A few decades later, Steve Jobs and Steve Wozniak cemented Silicon Valley's reputation as the kind of place where two young men in a garage could revolutionize an industry, creating the first Apple computer in Steve Jobs' family garage in Los Altos.

Today, humble origins and big ideas continue to define the valley that is now the technology and innovation hub of the world. With similarly humble origins and a big idea, the SJLTC is going to define the valley with an iconic landmark to recognize the region's history.



Photograph of William Hewlett, David Packard and Professor Frederick Terman. Image source: Stanford Historical Photograph Collection



Silicon Valley television show introduction logo. Image source: UT Dallas Department of Computer Science, courtesy of HBO's "Silicon Valley"

02

Executive Summary

Executive Summary

Site Selection

In the spring of 2018, the San Jose Light Tower Corporation (SJLTC) introduced their idea of facilitating the construction of a new landmark to staff members of the City of San Jose (CSJ). Both parties agreed to participate in a site selection study to ensure the selection of the most appropriate site for a project of this nature. The two groups determined a list of six potential sites: Arena Green, Diridon Station, Discovery Meadow, Guadalupe River Park and Gardens, Plaza de Cesar Chavez and Saint James Park.

The SJLTC presented their proposal and this list of sites to City Council on May 1, 2018 to gain official approval for their future landmark. The City Council unanimously voted in affirmation of the SJLTC’s goal, stating they would, “Endorse the concept of and authorize the Department of Parks, Recreation and Neighborhood Services and Office of Economic Development/Cultural Affairs to guide the San Jose Light Tower Corporation as they investigate options to design and construct in downtown an artistically inspired and iconic structure as a gift to the City of San Jose”.

The SJLTC then collaborated closely with the CSJ and Steinberg Hart throughout the spring, summer and fall on the Site Selection Study. As a result of discussions regarding the sites and exploration of future city master plans, Park Avenue was added as a seventh site for evaluation. Through the duration of the study, the sites were defined further, criteria for evaluation were established and a weighting system to rank the sites was mutually agreed upon by the entire group.

The seven sites can be seen in the diagram on the following page. It was important for the sites to be located in close proximity to downtown San Jose given the city’s rich history within this area. Therefore, the Envision San Jose 2040 downtown area, highlighted in a yellow dashed line, was a crucial tool for determining the locations of the sites.

- 1 - Arena Green
- 2 - Diridon Station
- 3 - Discovery Meadow
- 4 - Guadalupe Gardens
- 5 - Park Avenue
- 6 - Plaza de Cesar Chavez
- 7 - Saint James Park

Site boundary

Park space

Envision San Jose 2040 downtown area



Executive Summary

Criteria, Weighting and Evaluation

Once the seven sites were finalized, Steinberg Hart, the SJLTC and CSJ began to meet monthly and sometimes weekly to establish clear lines of communication and to ensure consistent results. Together they developed a set of criteria as the basis for the site evaluation. These criteria were divided into three categories based on master planning principles: Programming, Location, and Site-Specific. These principles were used to inform the study within the future intent, goals and long-term values of San Jose.

Within these three categories, 16 criteria were defined to cover as much ground as possible for the analysis and ultimately best understand the future success of San Jose. Steinberg Hart facilitated a working session in which the SJLTC and representatives from CSJ’s Parks, Recreation and Neighborhood Services (PRNS), Office of Cultural Affairs (OCA), Office of Economic Development (OED) and Department of Public Works (DPW) anonymously voted on which criteria should hold more priority than others. This meeting resulted in the weighting system defined in the Criteria + Weighting chapter that became the foundation of the site analysis.

The development of the criteria and weighting system were shared with the City Manager’s Office (CMO) and with their approval Steinberg Hart began the site evaluation process. This began with site visits and documentation for each site. Steinberg Hart and the SJLTC also collaborated with a variety of professionals to complete the analysis.

Steinberg Hart and the SJLTC met with Michael Flynn and Joe Van Belleghem from Google, Bill Ekern from the City’s OED and Kelly Doyle from California High Speed Rail (HSR) to discuss the Google campus coming to the Diridon Station area. Steinberg Hart also met with Leslee Hamilton of the Guadalupe River Park Conservancy for her expertise on the environmental conditions of the sites located within the Guadalupe River Park and Gardens. Adam Burger from the Santa Clara Valley Transportation Authority (VTA) provided information regarding ridership specific to each site. Cary Greene from the Norman Y. Mineta San Jose International Airport provided the One Engine Inoperative (OEI) height restrictions and aircraft noise contours for each site.

These collaborators played a key role in aiding Steinberg Hart in conducting a comprehensive and objective site analysis. Throughout the process and up until the analysis was complete, the compiled site evaluations and consequent site ranking remained confidential and were not shared with the SJLTC or CSJ.



- P1. Area available
- P2. Outdoor capacity



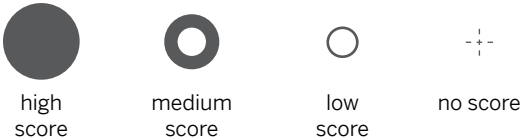
- L1. Site offers access to public transportation
- L2. Optimize view corridors
- L3. Economic development considerations
- L4. Incentives and cost off-sets
- L5. Site location optimizes neighboring San Jose foot traffic



- S1. Potential for future expansion
- S2. Utility requirements current and future
- S3. Proximity to airport and One Engine Inoperative (OEI) Restrictions
- S4. Site is evaluated based on aircraft noise contours
- S5. No obvious negative environmental influences including flood, flora, fauna and historic influences
- S6. Available parking within walking distance
- S7. Define and evaluate conceptual tower massing at each location
- S8. Adjacent and surrounding land use
- S9. Project timeline

Executive Summary

Criteria Evaluation

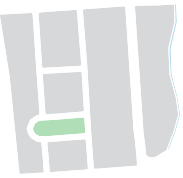
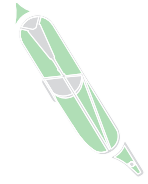


		Site offers access to public transportation	Define and evaluate conceptual tower massing	Optimize view corridors	Adjacent and surrounding land use	Outdoor capacity	No obvious negative environmental influences		Economic development considerations	Incentives and cost off-sets	Utility requirements current and future	Area available	Project timeline	Proximity to airport and OEI restrictions	Site location optimizes neighboring foot traffic	Site is evaluated based on aircraft noise contours	Available parking within walking distance	Potential for future expansion
	Arena Green	high score	high score	low score	high score	medium score	high score		high score	high score	high score	high score	high score	medium score	medium score	low score	medium score	medium score
	Diridon Station	high score	low score	high score	medium score	medium score	low score		medium score	medium score	high score	low score		medium score	medium score	medium score	medium score	high score
	Discovery Meadow	low score	high score	medium score	low score	low score	high score		low score	low score	low score	medium score	high score	high score	medium score	low score	medium score	medium score
	Guadalupe Gardens	low score	medium score	medium score	medium score	high score	high score		low score	low score	low score	high score	high score	low score	low score	low score	low score	high score
	Park Avenue	medium score	low score	low score	high score	low score	medium score		medium score	medium score	high score	low score	low score	high score	high score	low score	high score	low score
	Plaza de Cesar Chavez	medium score	medium score	medium score	high score	low score	high score		medium score	medium score	high score	low score	high score	high score	high score	medium score	high score	low score
	Saint James Park	medium score	high score	medium score	low score	low score	low score		medium score	medium score	high score	medium score	medium score	high score	low score	high score	medium score	low score

Executive Summary

Weighted Criteria Results

BOLD = highest ranking

		Site offers access to public transportation	Define and evaluate conceptual tower massing	Optimize view corridors	Adjacent and surrounding land use	Outdoor capacity	No obvious negative environmental influences		Economic development considerations	Incentives and cost off-sets	Utility requirements current and future	Area available	Project timeline	Proximity to airport and OEL restrictions	Site location optimizes neighboring foot traffic	Site is evaluated based on aircraft noise contours	Available parking within walking distance	Potential for future expansion
	Total Possible Points	8.06	8.06	7.50	7.50	7.22	7.22		6.67	6.67	6.39	5.83	5.83	5.28	5.00	4.72	4.17	3.89
	Arena Green	5.32	8.06	1.51	5.30	1.57	5.42		6.38	6.67	6.28	5.83	5.83	2.61	1.83	2.02	2.50	2.59
	Diridon Station	5.59	2.47	2.75	3.80	2.78	1.81		5.25	4.45	6.39	1.91	0.00	2.81	1.83	2.70	1.92	3.89
	Discovery Meadow	0.93	6.84	2.11	2.60	0.76	5.42		2.30	2.23	2.49	2.36	5.83	5.28	1.96	2.02	2.41	2.59
	Guadalupe Gardens	0.16	3.75	1.94	3.80	7.22	5.42		2.23	2.23	2.53	5.78	5.83	1.21	0.31	1.89	0.04	3.89
	Park Avenue	2.45	2.88	1.59	4.80	0.65	3.61		4.09	3.34	6.30	1.06	1.95	5.07	2.75	2.02	3.62	1.30
	Plaza de Cesar Chavez	2.58	4.02	2.09	5.40	0.54	5.42		3.91	3.34	6.39	1.50	5.83	5.08	2.37	2.70	3.54	1.30
	Saint James Park	2.63	6.21	2.01	3.10	1.12	1.81		3.91	3.34	6.28	2.59	3.89	4.46	0.01	3.51	2.08	1.30

Executive Summary

Site Ranking

Once the site evaluation was complete, each site's data for the 16 criteria was documented and given a score according to the weighted results. The sites were then ranked based on the sum of their 16 criteria scores out of a total score of 100 possible points. The ranking is as follows; Arena Green, Plaza de Cesar Chavez, Diridon Station, Saint James Park, Guadalupe Gardens, Discovery Meadow and Park Avenue.

Rank		Site	Total pts
1		Arena Green	69.73 pts
2		Plaza de Cesar Chavez	56.00 pts
3		Diridon Station	50.34 pts
4		Saint James Park	48.24 pts
5		Guadalupe Gardens	48.23 pts
6		Discovery Meadow	48.15 pts
7		Park Avenue	47.48 pts

Executive Summary

Site Recommendation

Arena Green scored the highest based on the weighted criteria system with a total of 69.73 points, a difference of approximately 14 points between first and second place. With a clear majority, Arena Green is the recommendation for the location of the future iconic landmark of San Jose. The Final Recommendation chapter outlines an in-depth reasoning of the recommendation.



Site Recommendation:
Arena Green

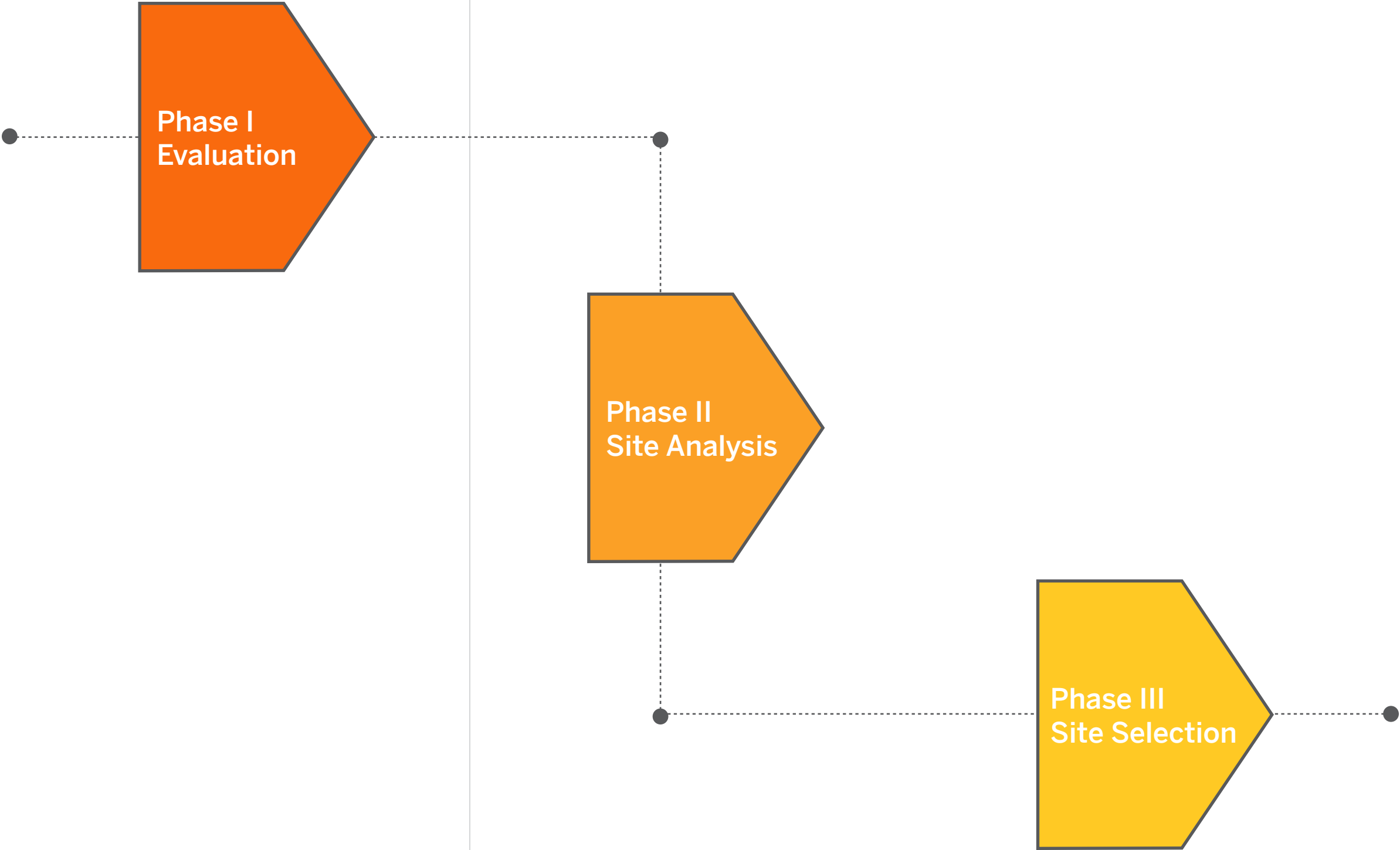
03

Process

Process

Overview

The goal of the site selection study was to conduct an objective site evaluation of all seven sites that would identify the most compatible location for the future landmark proposed by the SJLTC. In order to achieve this goal, Steinberg Hart developed a road map for the site selection process, broken down into three phases: Phase I-Evaluation, Phase II-Site Analysis and Phase III-Site Selection.



Process

Phase I - Evaluation

Project Setup

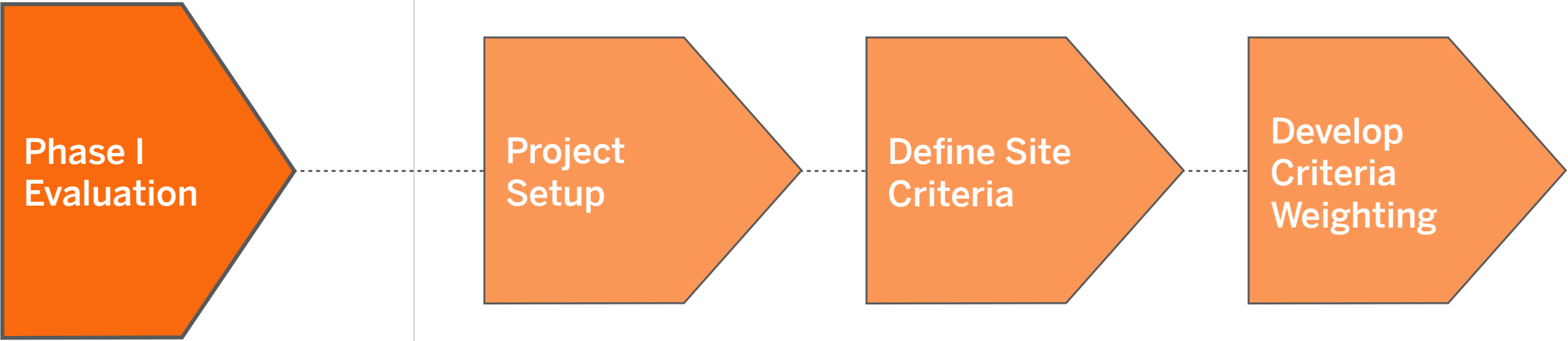
The site selection process began with Steinberg Hart working closely with the SJLTC and the CSJ to conceptually program the scope of the project, site selection criteria, desired outcomes, and process time frames. At the outset, it was critical for the SJLTC and CSJ project teams to agree on the criteria and the strategy for conducting the site selection study, and to assist Steinberg Hart in developing project success metrics. Lines of communication between Steinberg Hart, the SJLTC and CSJ were also defined and established to ensure that information could be exchanged smoothly and effectively, and to ensure correct and objective protocols in the decision-making process.

Define Site Criteria

The site criteria definition process was designed to ferret out information that was relevant to the future intent, goals and long-term values of San Jose. Together, the SJLTC, CSJ and Steinberg Hart developed this set of criteria as the basis for the site selection study. The 16 criteria that were ultimately defined cover topics such as zoning, environmental and utility requirements, size/area opportunities, and OEI height restrictions, to name a few.

Develop Criteria Weighting

In order to conduct an objective site selection study, Steinberg Hart facilitated a working session where the SJLTC and CSJ collectively weighted the 16 criteria. This approach was designed to take bias out of the evaluation process and to prevent placing too much emphasis on any one criteria during the site selection study. As a result of this process, the criteria were rank-ordered and used as the foundation for the next phase of the site selection process: Site Analysis.



Process

Phase II - Site Analysis

Site Definition

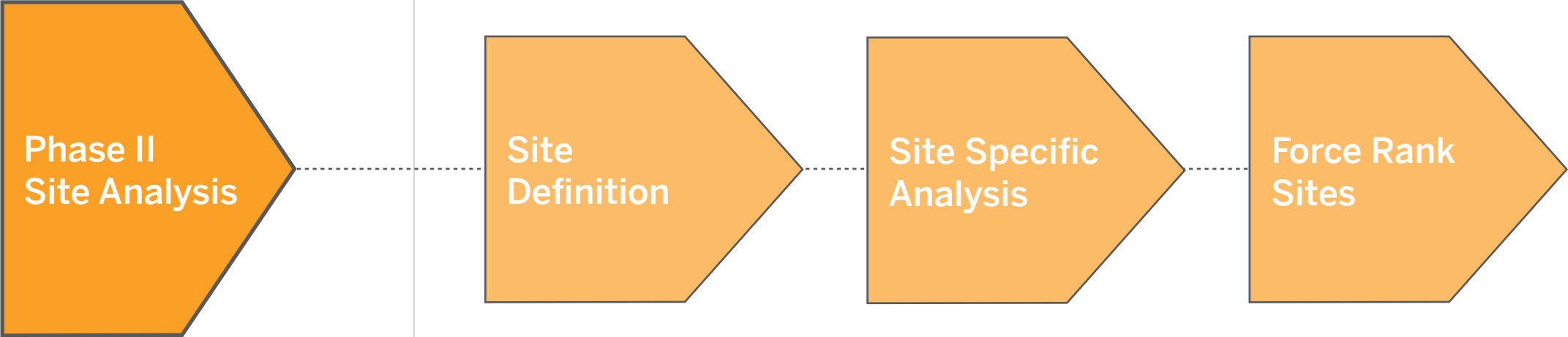
In the spring of 2018, the SJLTC introduced their idea of facilitating the construction of a new landmark to staff members of the CSJ. Both parties agreed to participate in a site selection study to ensure the selection of the most appropriate site for a project of this nature. The two groups determined a list of six potential sites: Arena Green, Diridon Station, Discovery Meadow, Guadalupe River Park and Gardens, Plaza de Cesar Chavez and Saint James Park. Park Avenue was added as a seventh site through a recommendation of the city in the summer of 2018.

Site Specific Project Analysis

Steinberg Hart independently conducted a site specific analysis of these seven sites following the weighted criteria parameters defined in the previous phase. As part of the analysis, Steinberg Hart reached out to several organizations to collect as much information as possible for each site relevant to the 16 criteria. This data was collected, recorded and evaluated based on the weighted system for the criteria.

Force Rank Sites

The information obtained from the site analysis allowed Steinberg Hart to compile a preliminary ranking of the sites and a consequent site recommendation. A summary of these results and the recommended site was developed for discussion with the SJLTC and CSJ, who had been intentionally withheld from this information up until this point in the process to maintain objectivity.



*Park Avenue was added as a site as a result of a meeting on 06.27.2018 and confirmed via email on 07.05.2018.

Process

Phase III - Site Selection

Final Report

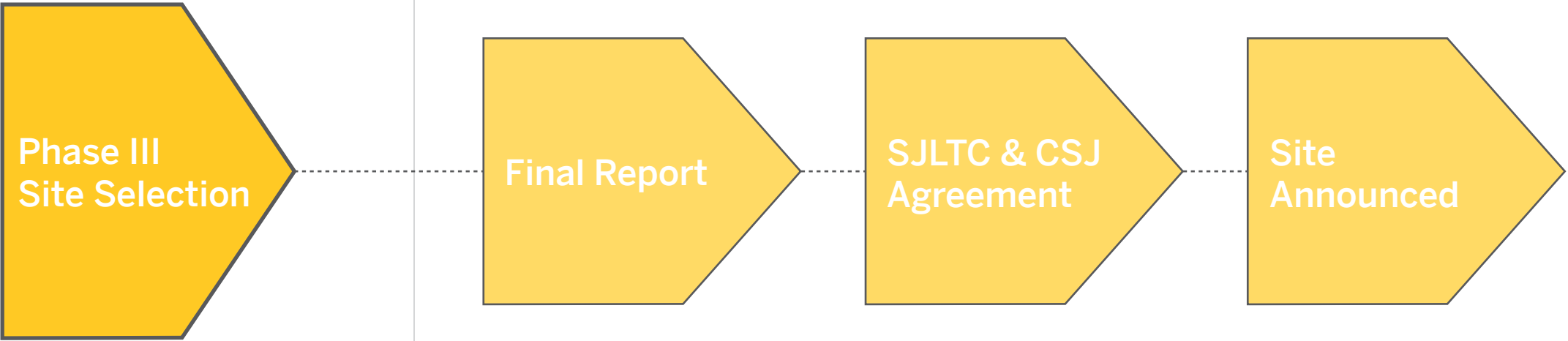
Steinberg Hart has prepared this report which documents the process, criteria, studies, and analysis of the project. This report includes a recommendation of the findings and an executive summary summarizing the site selection study process and results. The final written report defines the site location, evaluates the opportunities and constraints of each location, and includes a concept sketch of what might be possible at each location both in plan area and vertical relationships to the surrounding structures.

SJLTC & CSJ Agreement

The SJLTC and CSJ agreement is to present a final report with a single site recommendation to the San Jose City Council.

Site Announcement

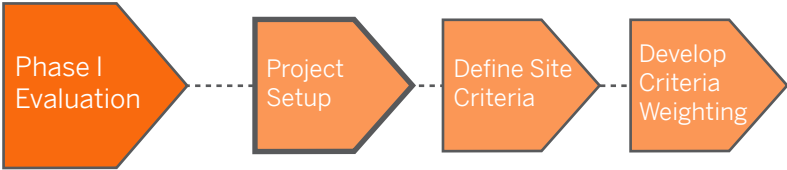
Steinberg Hart will assist the SJLTC and CSJ in the announcement of the selected site as needed.



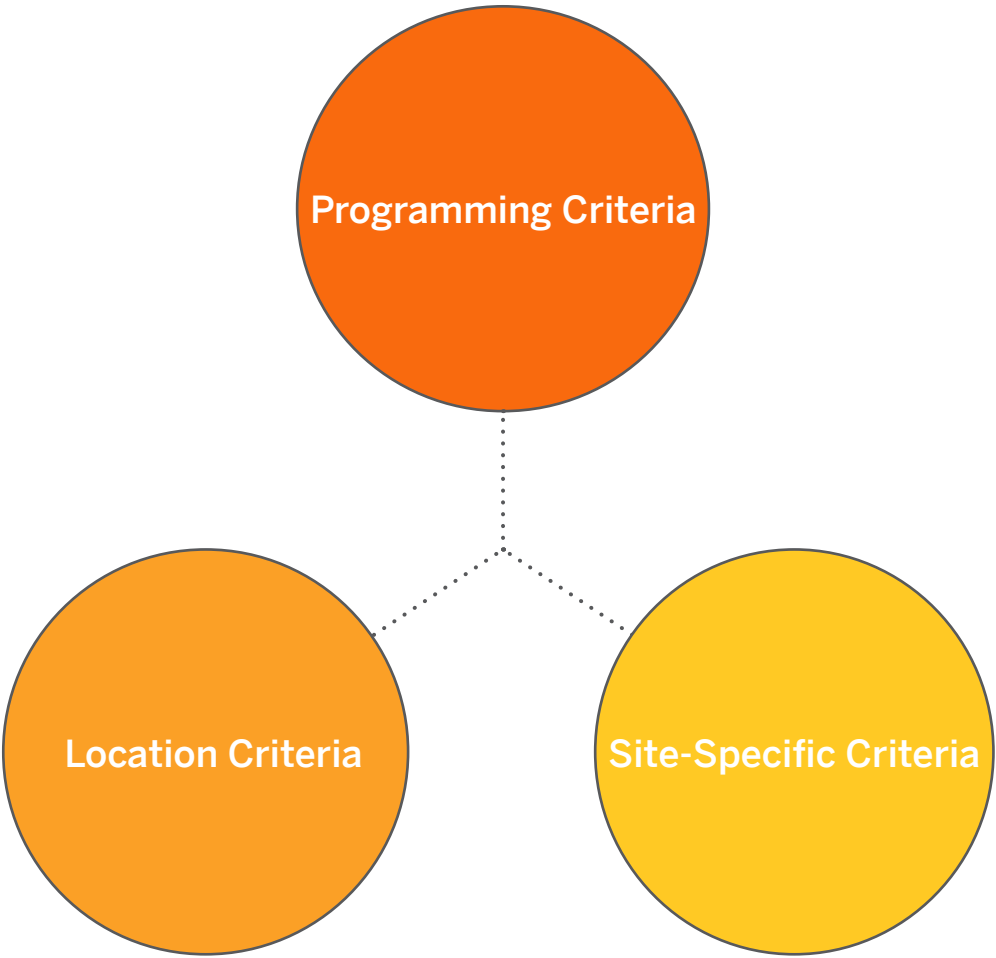
04

Criteria + Weighting

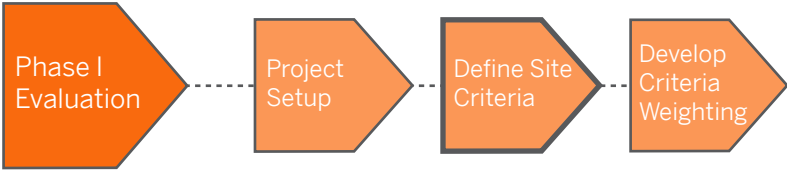
Criteria + Weighting



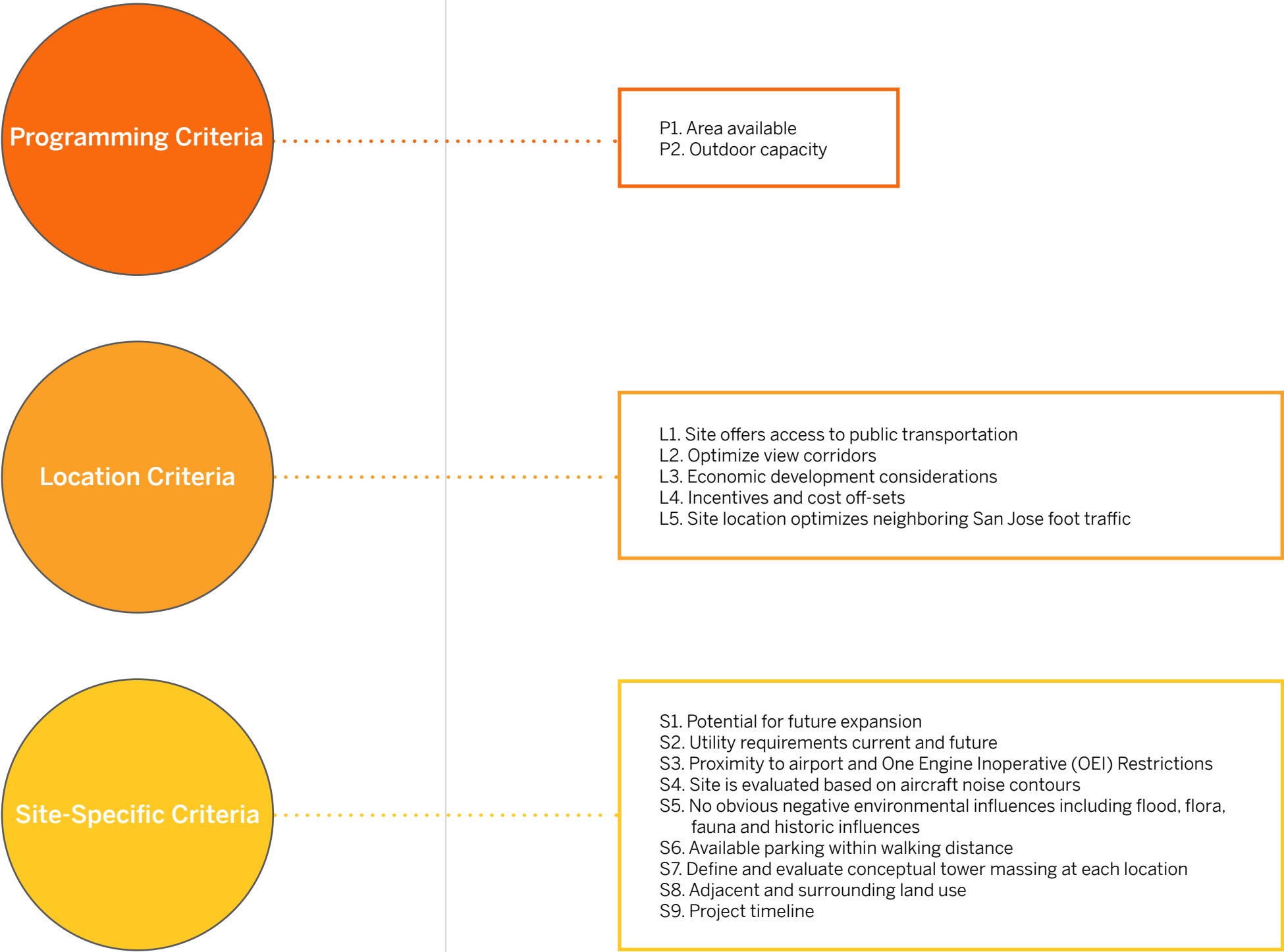
Based on master planning principles, it's crucial to consider the programming, location, and site-specific conditions when beginning a project. Programming is important because it's what the project needs to consider in terms of space and users, while location determines the project's success in how it relates to its larger surroundings. Site-specific conditions are critical because they define the opportunities of the project.



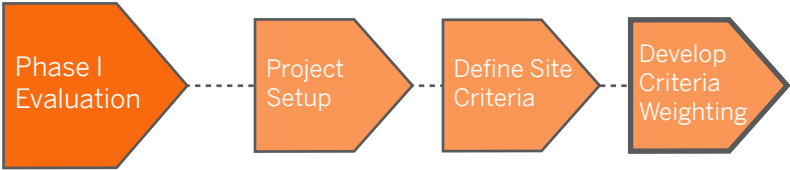
Criteria + Weighting



- I. Programming Criteria
The uses and users to be applied to each site location.
- II. Location Criteria
The position of the project site within the city core.
- III. Site-Specific Criteria
The landmark opportunities within each project site.



Criteria + Weighting



Together, the SJLTC, CSJ and Steinberg Hart finalized a weighted set of criteria for which each site was evaluated and ranked on.

The criteria were weighted as a result of a working session Steinberg Hart facilitated between members of the SJLTC & CSJ. At this working session on July 13, 2018, over three hours were spent voting on the 16 criteria. The votes were placed anonymously via a survey taken on mobile devices. Each question was reviewed immediately after the last vote for the question was cast. If there were disputes, a re-vote was taken. This occurred for only two of the 16 criteria.

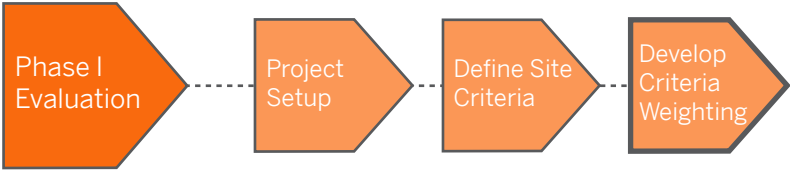
After the re-votes were conducted and the group came to a consensus on the overall survey outcome, each criteria was given a score and the weighting was finalized. It was important that this process be anonymous so that each participant could vote freely and one voice didn't speak for all.

The participants of this survey included:

- Blage Zelalich (OED)
- Domenic Onorato (DPW)
- Justin Long (PRNS)
- Michael Ogilvie (OCA)
- Nicolle Burnham (PRNS)
- Steve Borkenhagen (SJLTC)



Criteria + Weighting



The following pie chart displays the weighted results of the survey:

Programming Criteria

- P1. Area available
- P2. Outdoor capacity

13.05%

Location Criteria

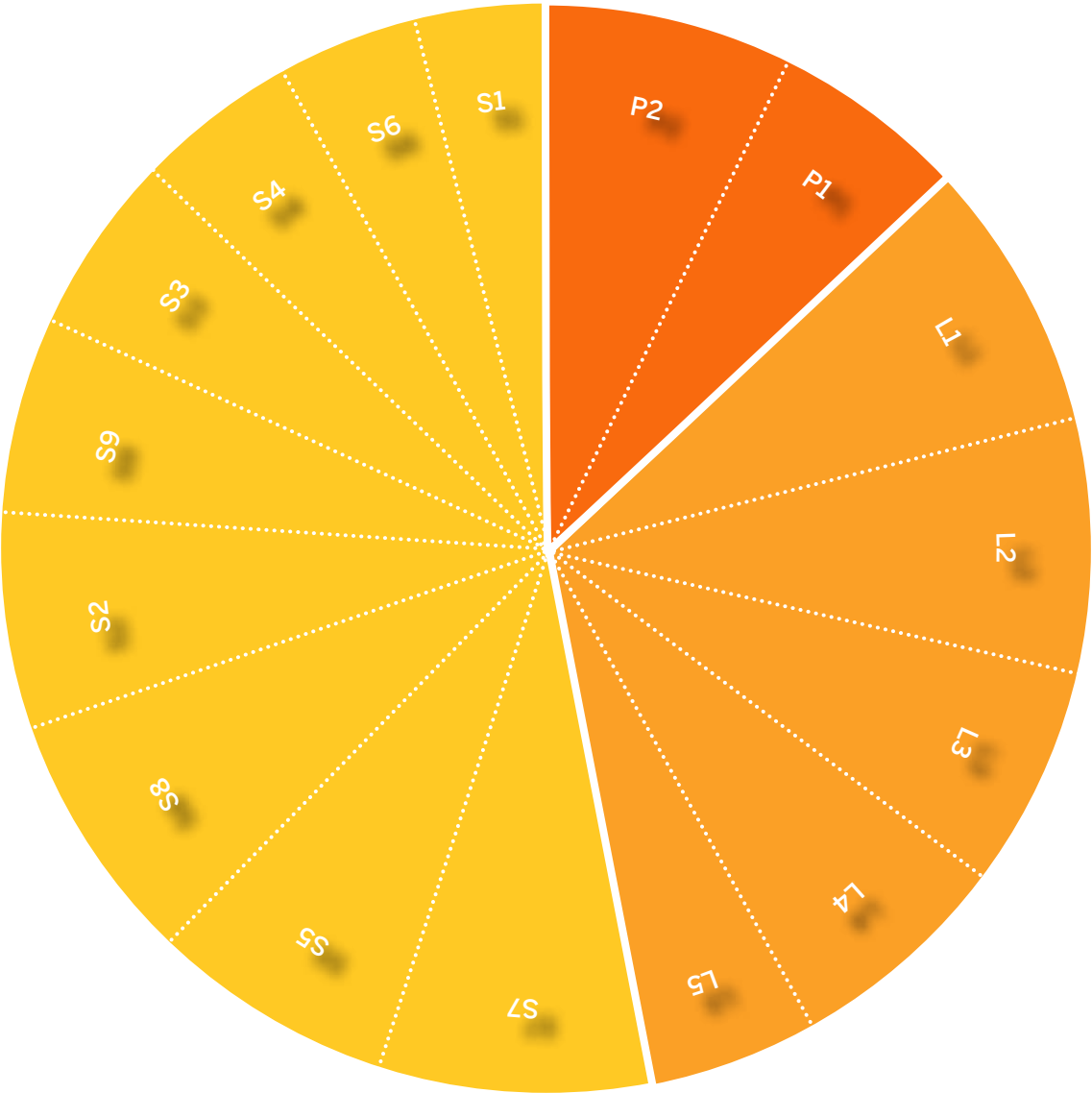
- L1. Site offers access to public transportation
- L2. Optimize view corridors
- L3. Economic development considerations
- L4. Incentives and cost off-sets
- L5. Site location optimizes neighboring San Jose foot traffic

33.90%

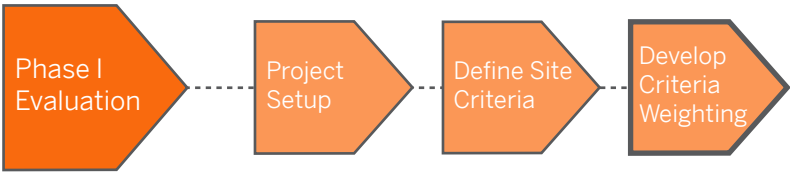
Site-Specific Criteria

- S1. Potential for future expansion
- S2. Utility requirements current and future
- S3. Proximity to airport and One Engine Inoperative (OEI) Restrictions
- S4. Site is evaluated based on aircraft noise contours
- S5. No obvious negative environmental influences including flood, flora, fauna and historic influences
- S6. Available parking within walking distance
- S7. Define and evaluate conceptual tower massing at each location
- S8. Adjacent and surrounding land use
- S9. Project timeline

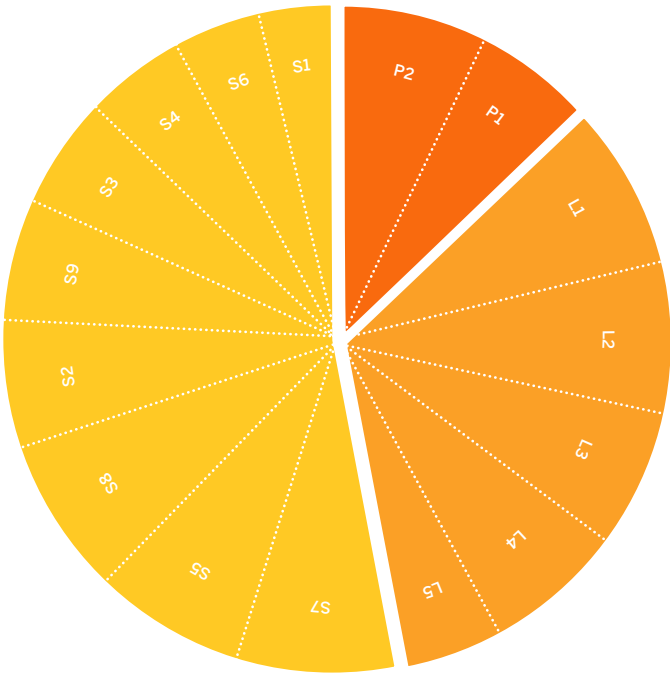
53.05%



Criteria + Weighting



The following diagram displays the point breakdown for each of the 16 criteria out of a total of 100 possible points.



Points
out of 100

8.06



7.50



7.22



6.67



6.39



5.83



5.28



5.00



4.72



4.16



3.89



Criteria

- L1 Site offers access to public transportation
- S7 Define and evaluate conceptual massing at each location

- L2 Optimize view corridors
- S8 Adjacent and surrounding land use

- P2 Outdoor capacity
- S5 No obvious negative environmental influences including food, flora, fauna and historic influences

- L3 Economic development considerations
- L4 Incentives and cost off-sets

- S2 Utility requirements current and future

- P1 Area available
- S9 Project timeline

- S3 Proximity to airport and One Engine Inoperative (OEI) Restrictions

- L5 Site optimizes neighboring San Jose foot traffic

- S4 Site is evaluated based on aircraft noise contours

- S6 Available parking within walking distance

- S1 Potential for future expansion

05

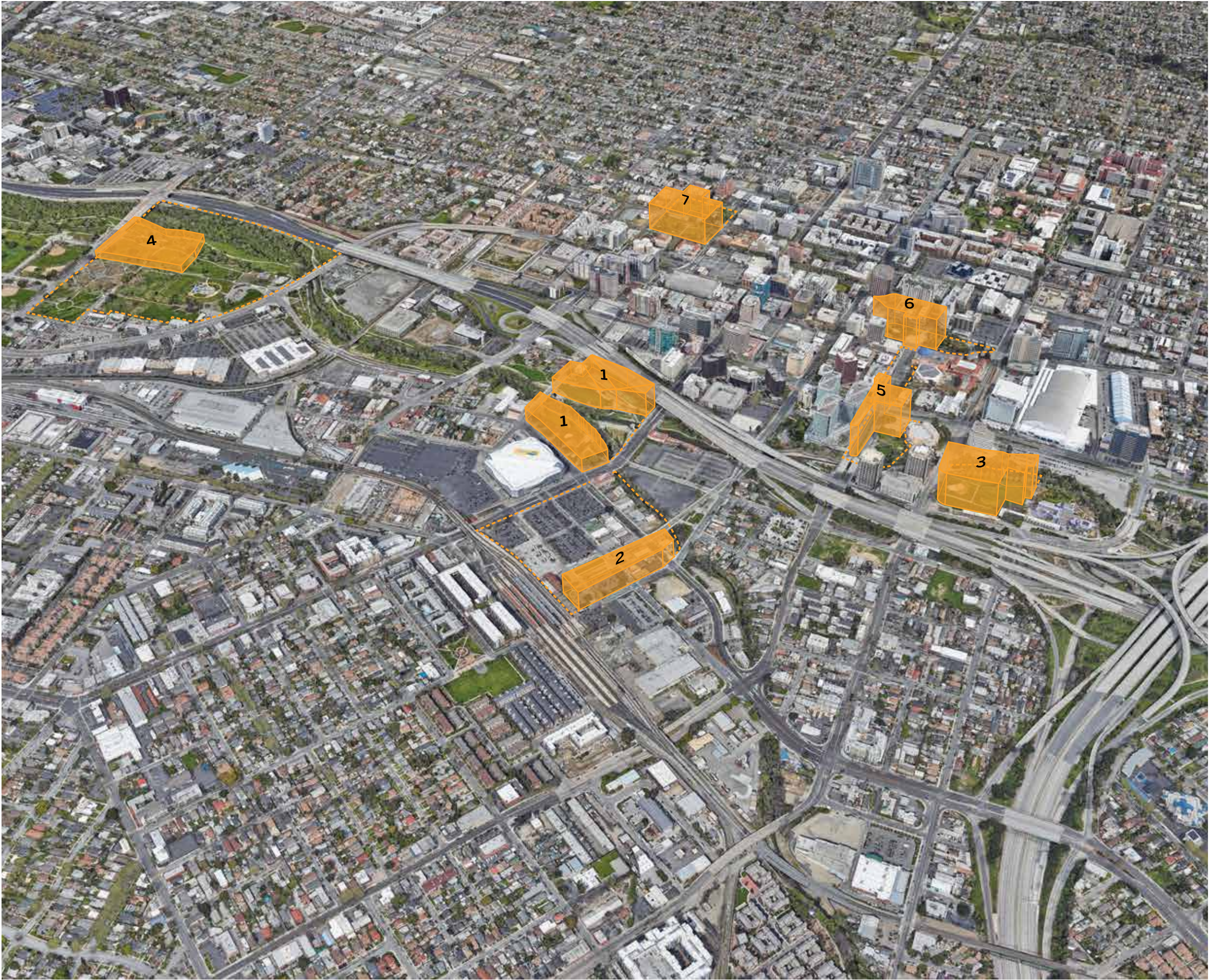
Site Specific Studies

Site Specific Studies

Overview

The seven sites can be seen in the following diagram. Each site displays the potential volume for a landmark based on OEI height restrictions provided by the Norman Y. Mineta San Jose International Airport.

- 1 - Arena Green
- 2 - Diridon Station
- 3 - Discovery Meadow
- 4 - Guadalupe Gardens
- 5 - Park Avenue
- 6 - Plaza de Cesar Chavez
- 7 - Saint James Park





Arena Green

Site Specific Studies

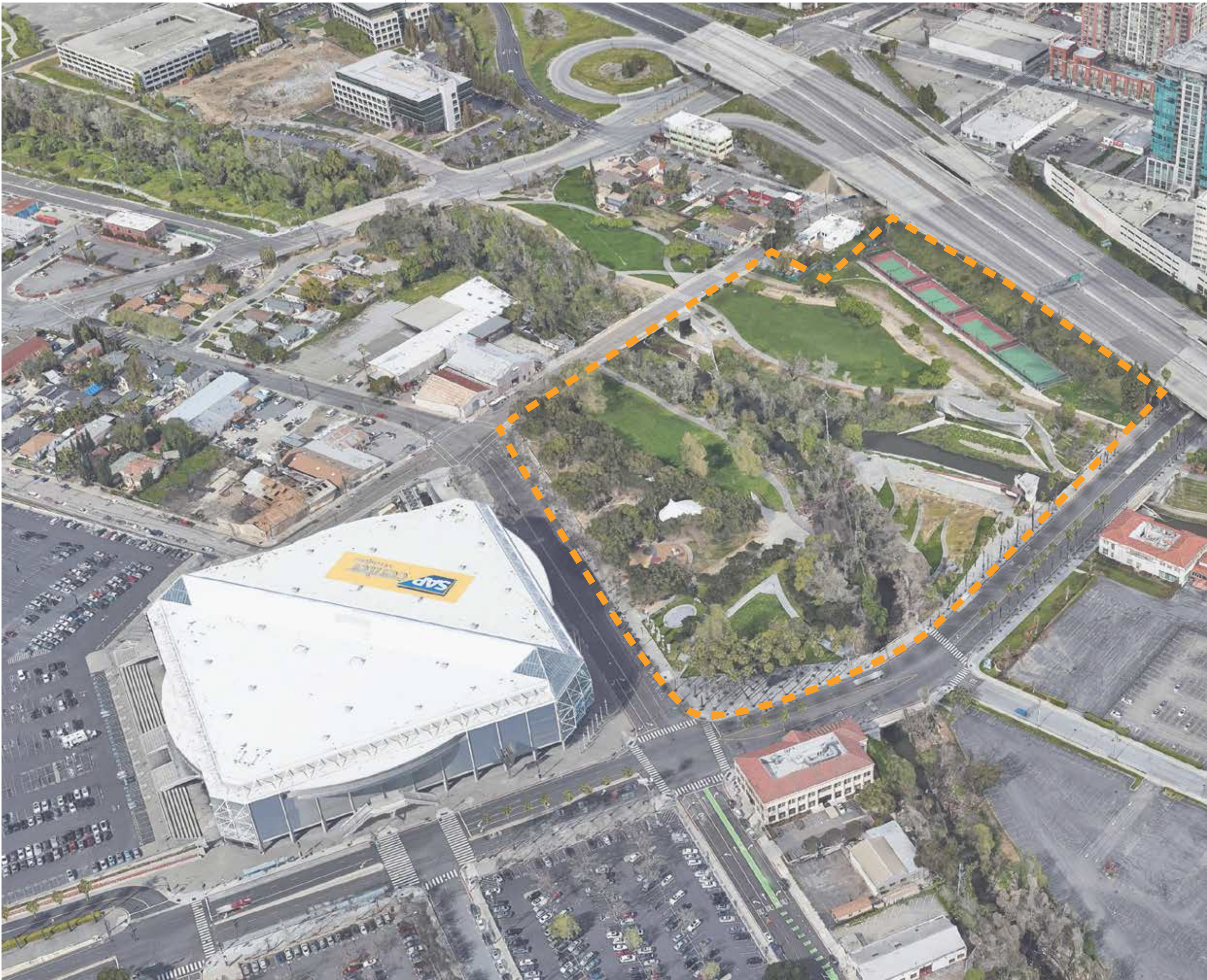
Arena Green

Arena Green is uniquely situated at the confluence of the Guadalupe River and Los Gatos Creek which converge just north of Santa Clara Street and east of the SAP Center. The master plan is composed of three sections; Arena Green East, Arena Green West and Confluence Point in the center.

Arena Green East has a large lawn space that hosts a variety of events throughout the year such as San Jose's Color Run and Making Strides Against Breast Cancer Silicon Valley. There is also a Tributaries Monument on this section towards Santa Clara Street that celebrates the convergence of the two bodies of water.

At the center of the convergence, Confluence Point is home to public art, memorials, and views of downtown. The Weavers' Gift art piece is a tribute to the Costanoan-Ohlone Native American people who once inhabited the area. The Sons of San Jose is a memorial to Vietnam War veterans and is located near Santa Clara Street.

Connected to Confluence Point by a bridge spanning across the Los Gatos Creek is Arena Green West. This section is populated with attractions that include a carousel, playground and the Five Skaters public art piece that honors five Olympic ice skaters from the Bay Area. Much like its eastern counterpart, Arena Green West also hosts several events each year on its lawn like Walk to End Alzheimer's, Walk MS and the NCCNA XL 5k.



Site Specific Studies

Arena Green

Surrounding both the Guadalupe River and Los Gatos Creek, Arena Green is engineered not to flood with its flood control invert and grading. To take these flood control systems into account, the area available for a landmark excludes 150 feet from the center of the Guadalupe River on the eastern bank and the land to the east of the trail closest to the Los Gatos Creek on the western bank. In addition, the eastern bank cannot house a built project within a 35 feet Caltrans regulation running along SR-87. Confluence Point itself, the center section of the site, is not considered suitable for a landmark since it already houses memorials and public art pieces.

Despite these limitations to the area available for a landmark, Arena Green still has the most space for a project out of all seven sites. When conceptually massed based on the site's OEI height restrictions of up to 220 feet, it also has the most volume for a future project. Additionally, Arena Green is in a prime location adjacent to the SAP Center and Diridon Station off Santa Clara Street, which provides the site with access to public transportation and the upcoming economic boom associated with the 10,000,000 square-foot Google campus coming to the area. The site also has plenty of utility services and little environmental influences thanks to the flood control systems present on the Guadalupe River.

Where Arena Green is not quite so successful, however, is in terms of its limited view corridors and relatively loud aircraft noise. Additionally, the site's OEI height restrictions fluctuate from a relatively low 115 feet to a relatively high 220 feet. Although this does not drastically hinder the volume of the site, it still poses challenges for a future landmark.

- 1 - St. John Street Overlook Plaza

2 - Tennis Courts (to be relocated)

3 - Tributaries Monument

4 - Santa Clara Street Overlook Plaza

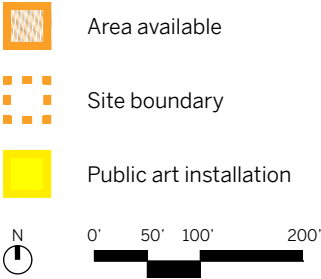
5 - Confluence Point

6 - San Jose Vietnam Memorial

7 - The Children's Carousel

8 - Tot Lot & Playground
- A - Weaver's Gift

B - Five Skaters



Site Specific Studies

Arena Green

Possible Points	Points Earned	Ranking Criteria
8.06	5.32	Site offers access to public transportation
8.06	8.06	Define and evaluate conceptual massing
7.50	1.51	Optimize view corridors
7.50	5.30	Adjacent and surrounding land use
7.22	1.57	Outdoor capacity
7.22	5.42	No obvious negative environmental influences
6.67	6.38	Economic development considerations
6.67	6.67	Incentives and cost off-sets
6.39	6.28	Utility requirements current and future
5.83	5.83	Area available
5.83	5.83	Project timeline
5.28	2.61	Proximity to airport OEI restrictions
5.00	1.83	Site location optimizes neighboring San Jose foot traffic
4.72	2.02	Site is evaluated based on aircraft noise contours
4.17	2.50	Available parking within walking distance
3.89	2.59	Potential for future expansion
100.00	69.73	





Diridon Station

Site Specific Studies

Diridon Station

Diridon Station is the primary transportation hub for the city of San Jose, with connections to both neighboring and distant cities via light rail, bus, Caltrain, ACE, Amtrak and Capitol Corridor. The Diridon Master Plan currently being developed by Google includes the Santa Clara Valley BART extension and a HSR network, which will further increase the connectivity of the station. In terms of local connections, the station is located in downtown San Jose near the SAP Center just south of Santa Clara Street and west of Cahill Street. Surrounding the historic station building is an abundance of parking lots and clusters of small businesses. Currently, the site is primarily functional and offers no major civic activities or amenities.



Site Specific Studies

Diridon Station

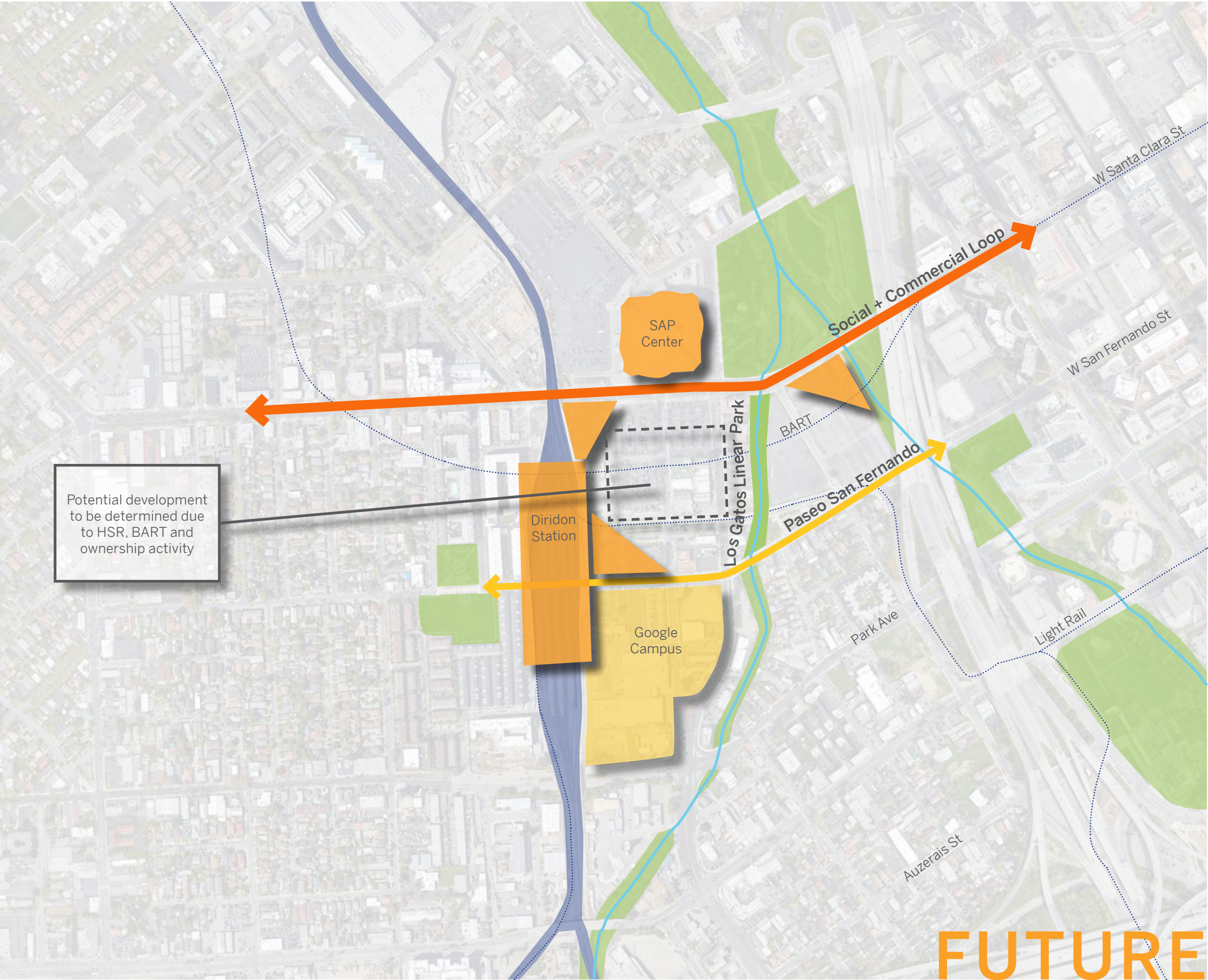
Master Plan from Google

Google is in the process of acquiring land and master planning millions of square feet for a new campus positioned between Diridon Station and Los Gatos Creek, extending as far north as Coleman Avenue and as far south as Auzerais Avenue. The planned HSR network and the Santa Clara Valley's BART extension were major draws for the company, which would provide ample public transportation and housing opportunities for its employees.

In order for Steinberg Hart to conduct an informed study, the CSJ connected the SJLTC and Steinberg Hart with Google, who generously met with all parties twice. Master Plan goals of connecting the Google campus with the larger San Jose Downtown were shared along with specifics on the Diridon Station area. In the plan, West Santa Clara Street links Diridon Station with the Guadalupe River Park, extending beyond the remainder of the city to become the new social and commercial artery, while pedestrian-friendly paths, parks and paseos along Los Gatos Creek and San Fernando Street provide softer organic connections that become the boundaries surrounding the current planning for the Google campus.

With these positive draws come many challenges and uncertainties, including working in tandem with the lay-down activity of the new transportation systems. This makes it quite difficult to introduce a landmark to the area, therefore Steinberg Hart seriously considered those implications and had to allocate space accordingly.

- Railroad network
- Park space
- Cultural/civic space
- Office space
- Program to be determined
- Light Rail + BART
- Guadalupe River + Los Gatos Creek
- Los Gatos linear park
- Social + commercial loop
- Pedestrian-friendly road



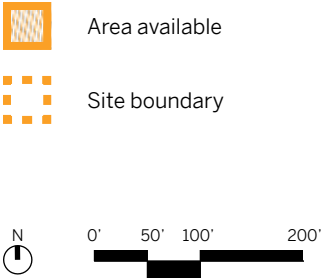
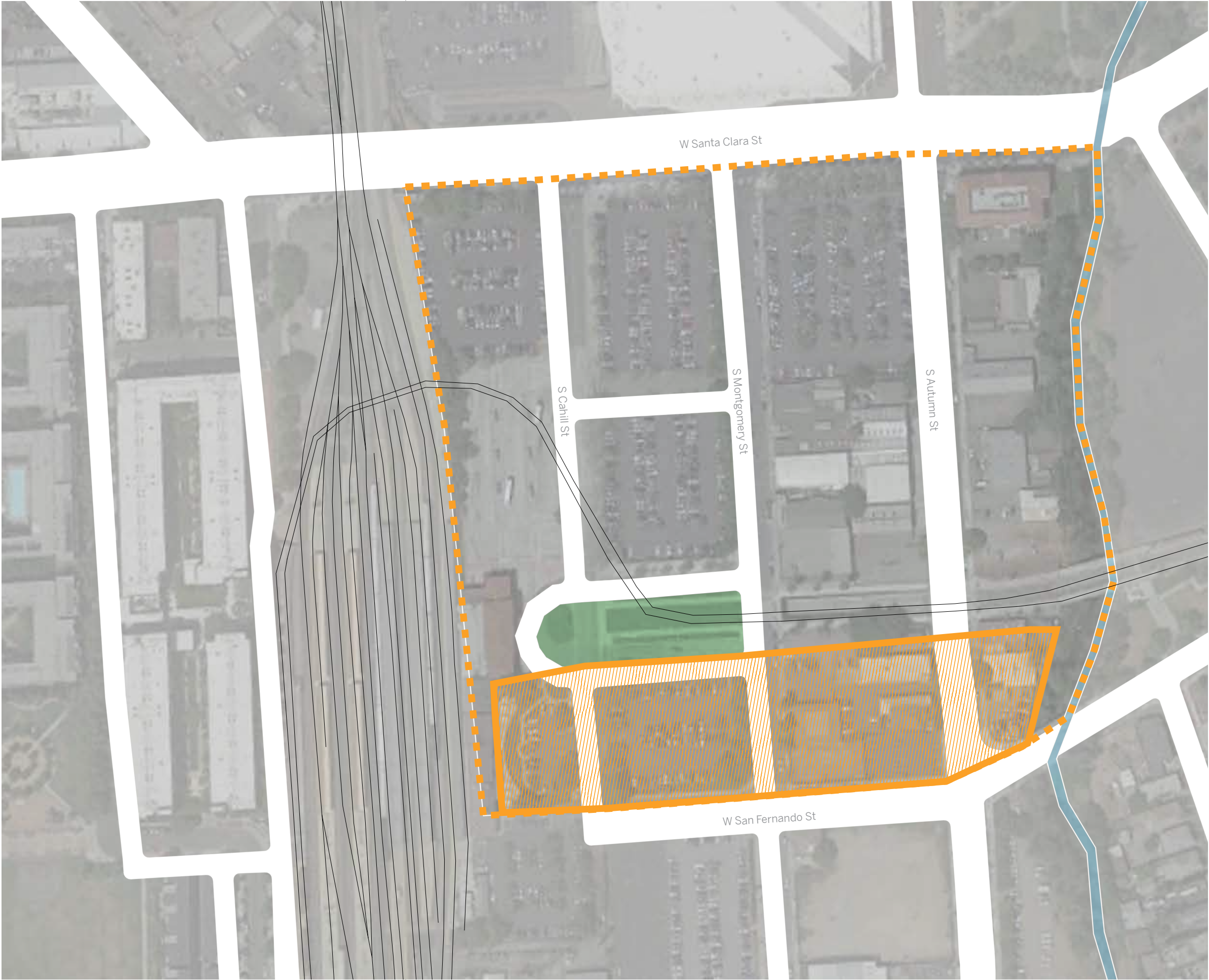
Site Specific Studies

Diridon Station

The Diridon station master plan, which is still in development, informed a hypothetical area available for a landmark. According to the master plan as of today, the southernmost portion of the site along San Fernando is separated from the planned Google development and is therefore the most suitable area for a landmark. This area is also separated from the Lost Gatos Creek on the easternmost edge to account for flooding.

Although the anticipated new campus for Google and the incorporation of a HSR network and BART extension limit the area available of the site, these factors still make Diridon Station an ideal site candidate considering the anticipated increase in public transit, view corridors, and economic opportunities, especially along Santa Clara Street.

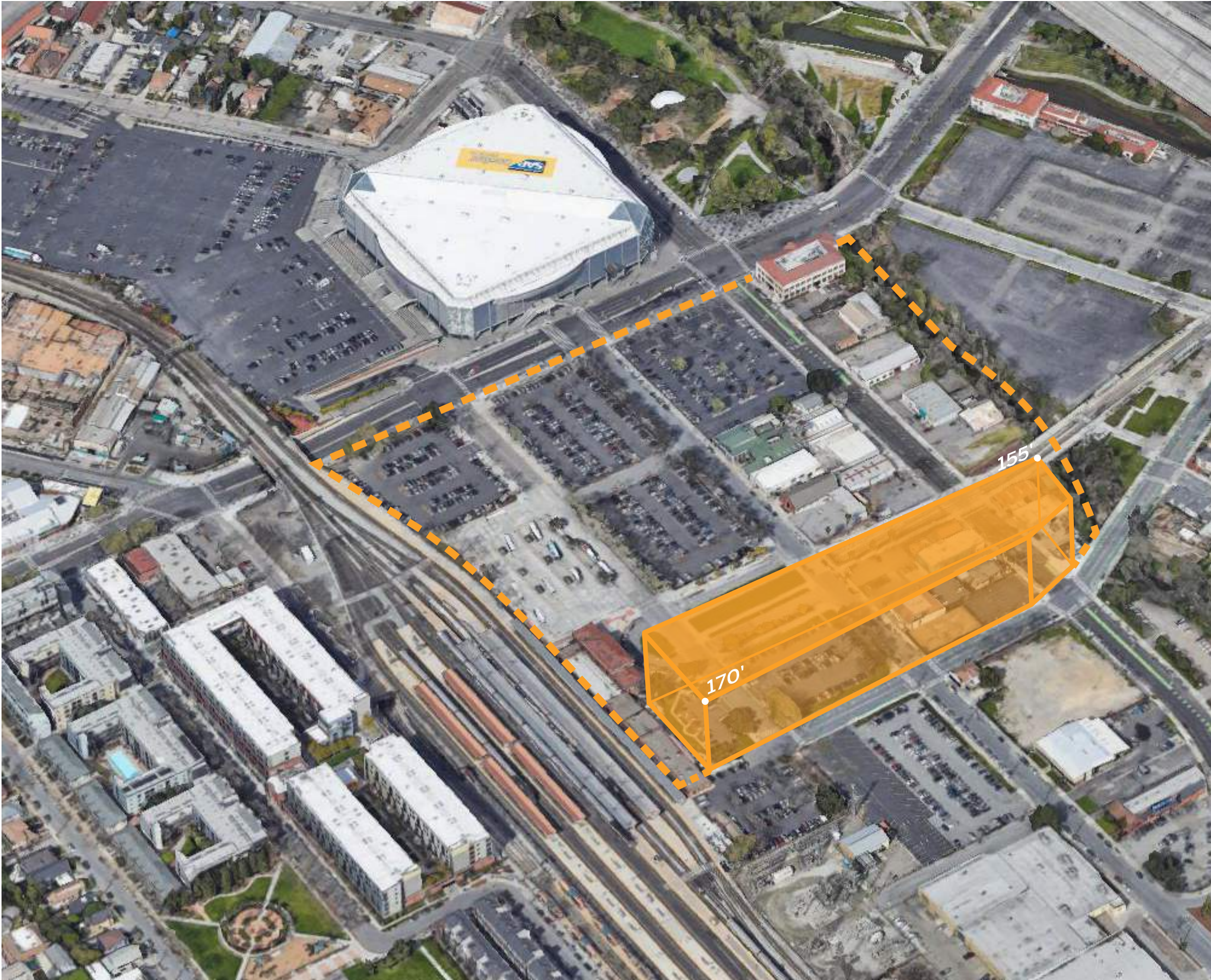
That being said, however, the Google campus and new transportation systems will take years to complete due to the complexity of coordinating such projects in close proximity to one another. These factors significantly hurt the project timeline for the area, which would more than likely take over ten years to complete, out of the ideal range of three to five.



Site Specific Studies

Diridon Station

Possible Points	Points Earned	Ranking Criteria
8.06	5.59	Site offers access to public transportation
8.06	2.47	Define and evaluate conceptual massing
7.50	2.75	Optimize view corridors
7.50	3.80	Adjacent and surrounding land use
7.22	2.78	Outdoor capacity
7.22	1.81	No obvious negative environmental influences
6.67	5.25	Economic development considerations
6.67	4.45	Incentives and cost off-sets
6.39	6.39	Utility requirements current and future
5.83	1.91	Area available
5.83	0.00	Project timeline
5.28	2.81	Proximity to airport OEI restrictions
5.00	1.83	Site location optimizes neighboring San Jose foot traffic
4.72	2.70	Site is evaluated based on aircraft noise contours
4.17	1.92	Available parking within walking distance
3.89	3.89	Potential for future expansion
100.00	50.34	





Discovery Meadow

Site Specific Studies

Discovery Meadow

Located on the southern end of the Guadalupe River Park nestled between SR-87 and Almaden Boulevard just south of San Carlos Street, Discovery Meadow features a large expanse of lawn and is home to festivals such as Pumpkins in the Park and the San Jose Renaissance Faire. The world's largest Monopoly board and a collection of public art sculptures known as the Parade of Animals also occupy this lawn. Just south of the lawn is San Jose's very own Children's Discovery Museum, whose 150 interactive exhibits draw many children and their families each year. The Guadalupe River runs on the eastern edge of the site and is a popular destination for walking, running, biking and scootering. It can be crossed by the Children's Bridge, which links the lawn space and museum to Almaden Boulevard.



Site Specific Studies

Discovery Meadow

Discovery Meadow's area available for a landmark is defined by the outer extents of the Children's Discovery Museum and a 150 feet setback from the Guadalupe River to accommodate for flooding. Located within this region is the world's largest Monopoly board (measuring at 930 square feet) and a public art piece called the Parade of Animals. This art piece represents the creatures that might be found along the river and situates them in the order of the food chain. The footprints of the Monopoly board and art piece were subtracted from the total area available of the site since they are both to remain undisturbed.

Discovery Meadow has a leg up on the other sites in terms of height, mass, timeline, and environmental influences. Protected by the Guadalupe River's flood control system and within the highest OEI height restriction, Discovery Meadow can be built up and out with few concerns of airplanes or floods. It is also one of the sites in which no pre-existing project is in the works, offering it the opportunity to start a project quickly.

Despite these advantages, Discovery Meadow is not in the most economically-stimulating or transit-accessible areas of downtown San Jose and has a limited ability to expand its current utilities. This is due to the complexity of crossing the Light Rail lines on the northern and western edges of the site.

1 - Monopoly in the Park

2 - The Children's Bridge

A - Parade of Animals

Area available

Site boundary

Public art installation

N

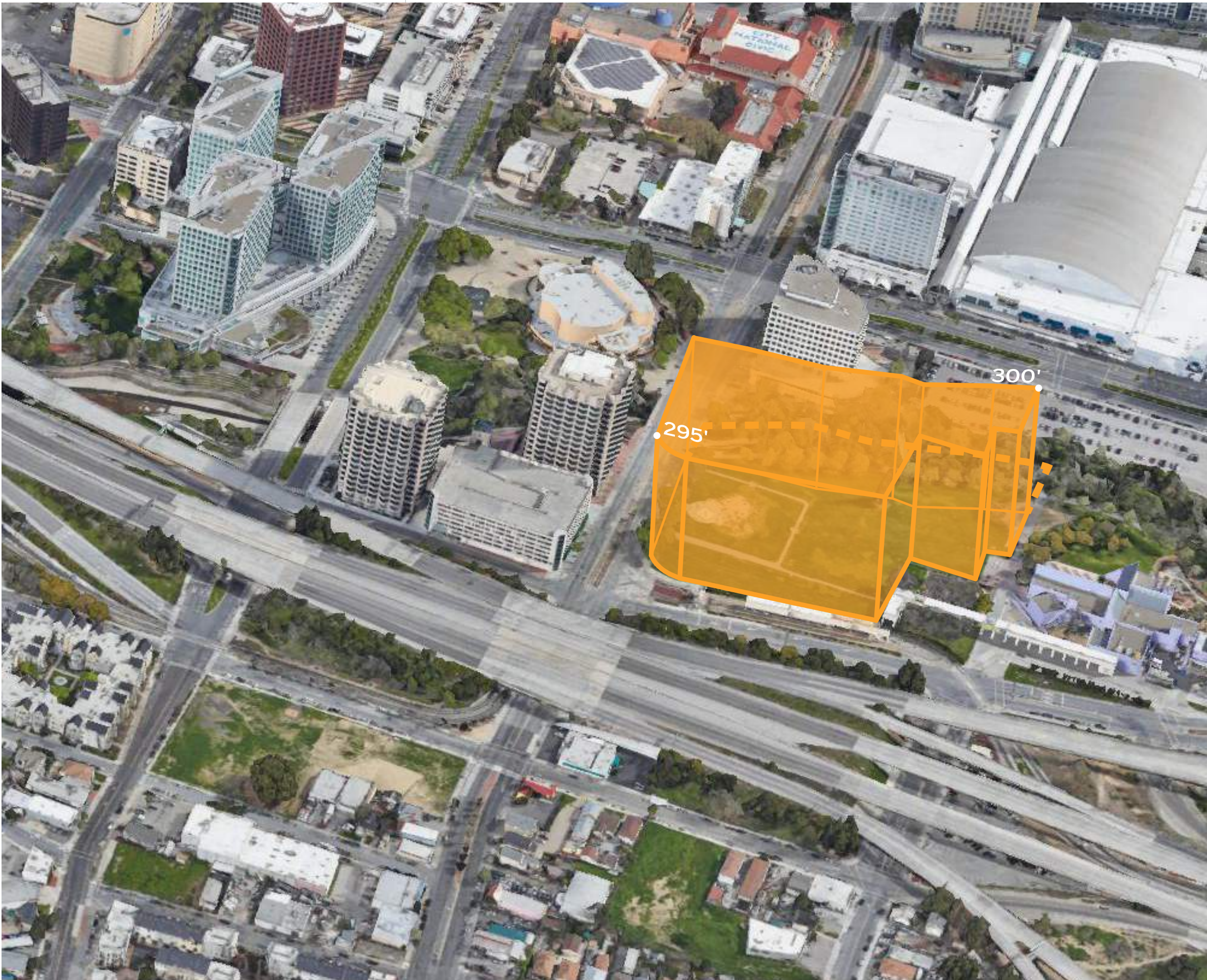
0' 50' 100' 200'



Site Specific Studies

Discovery Meadow

Possible Points	Points Earned	Ranking Criteria
8.06	0.93	Site offers access to public transportation
8.06	6.84	Define and evaluate conceptual massing
7.50	2.11	Optimize view corridors
7.50	2.60	Adjacent and surrounding land use
7.22	0.76	Outdoor capacity
7.22	5.42	No obvious negative environmental influences
6.67	2.30	Economic development considerations
6.67	2.23	Incentives and cost off-sets
6.39	2.49	Utility requirements current and future
5.83	2.36	Area available
5.83	5.83	Project timeline
5.28	5.28	Proximity to airport OEI restrictions
5.00	1.96	Site location optimizes neighboring San Jose foot traffic
4.72	2.02	Site is evaluated based on aircraft noise contours
4.17	2.41	Available parking within walking distance
3.89	2.59	Potential for future expansion
100.00	48.15	





Guadalupe Gardens

Site Specific Studies

Guadalupe Gardens

Guadalupe Gardens is a massive tract of land that is part of the Guadalupe River Park and Gardens network just south of the Mineta San Jose International Airport and just outside the 2040 Downtown Strategy Plan bordering Coleman Avenue on its southern edge. The Gardens are composed of a variety of amenities such as the Courtyard Garden, Heritage Rose Garden, Historic Orchard, Rotary PlayGarden and the Visitor and Education Center of the Guadalupe River Park. These amenities are connected through a web of pathways which are commonly trafficked by walkers, runners or cyclists looking to enjoy the various natural elements of the park.



Site Specific Studies

Guadalupe Gardens

Although Guadalupe Gardens has the largest overall site footprint, it was unrealistic for the area available for a future landmark to encompass the whole site given the current amenities as well as the flood control systems in place. For example, the site includes six amenities specific to the park's master plan and grading contours designed to combat 100 year floods which should not be disturbed. Taking all of this into consideration, the most appropriate area for a landmark is on the northern edge of the site to the east of the Heritage Rose Garden and Historic Orchard expanding to the western edge of the flood grading system. Additionally, this portion of the site is spatially wider and apt to more view corridor opportunities than the area directly south along Coleman Avenue.

Guadalupe Gardens is one of the largest sites, providing it with plenty of space for a project to take place. Not impacted by floods, heritage trees or current projects, a potential project could be built quickly and with minimal environmental impacts.

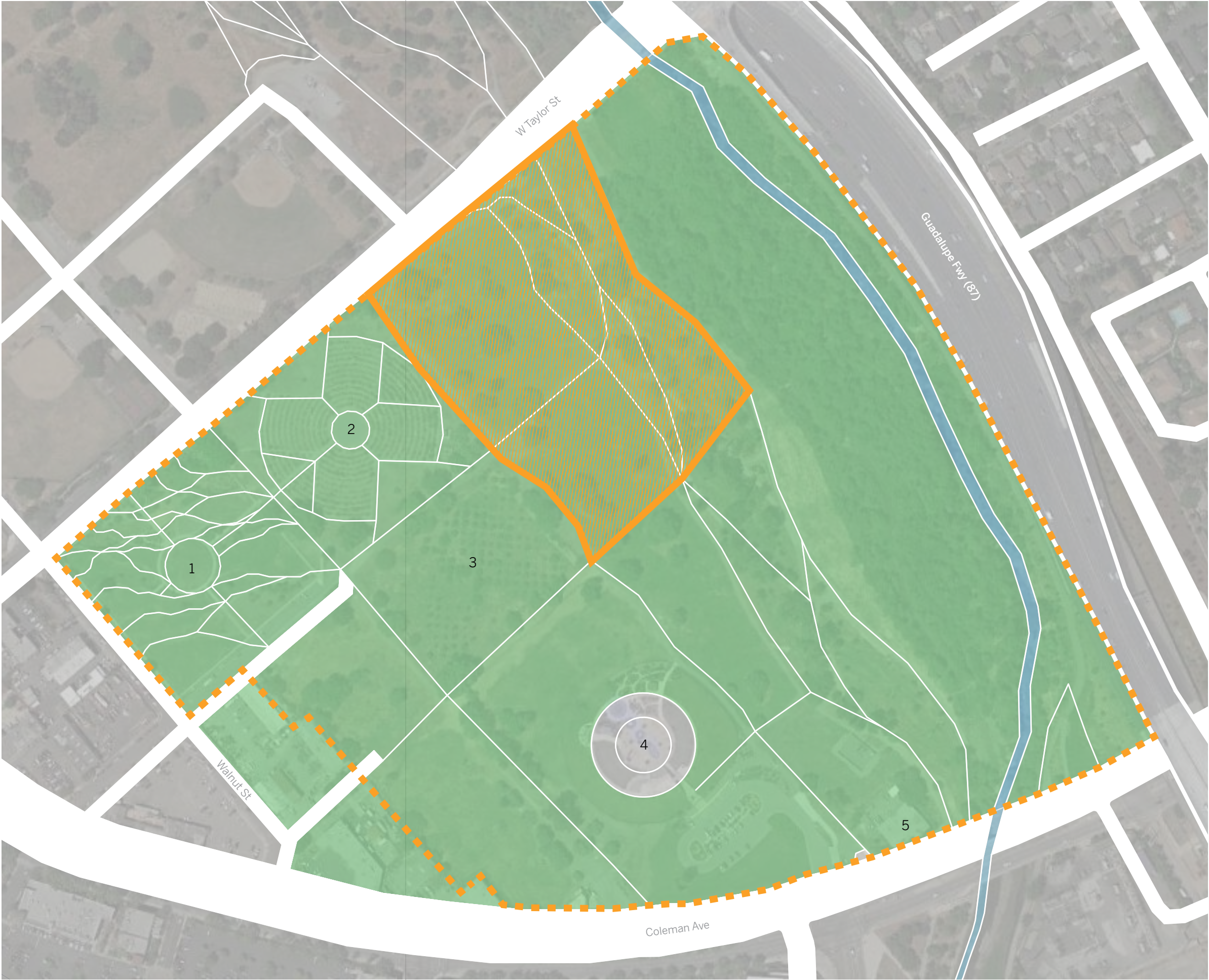
Despite these positive aspects of Guadalupe Gardens, the site is located just outside of the downtown boundary, isolating it from most of the commercial developments and opportunities of the area as well as limiting its access to public transportation. Additionally, its proximity to the airport creates an environment inhibited by low OEI height restrictions and loud aircraft noise.

- 1 - Courtyard Garden
- 2 - Heritage Rose Garden
- 3 - Historic Orchard
- 4 - Rotary PlayGarden
- 5 - Visitor & Education Center

Area available

Site boundary

Public art installation



Site Specific Studies

Guadalupe Gardens*

Possible Points	Points Earned	Ranking Criteria
8.06	0.16	Site offers access to public transportation
8.06	3.75	Define and evaluate conceptual massing
7.50	1.94	Optimize view corridors
7.50	3.80	Adjacent and surrounding land use
7.22	7.22	Outdoor capacity
7.22	5.42	No obvious negative environmental influences
6.67	2.23	Economic development considerations
6.67	2.23	Incentives and cost off-sets
6.39	2.53	Utility requirements current and future
5.83	5.78	Area available
5.83	5.83	Project timeline
5.28	1.21	Proximity to airport OEI restrictions
5.00	0.31	Site location optimizes neighboring San Jose foot traffic
4.72	1.89	Site is evaluated based on aircraft noise contours
4.17	0.04	Available parking within walking distance
3.89	3.89	Potential for future expansion
100.00	48.23	



*Massing diagram is scaled down 36% of the other sites due to the overall size of Guadalupe Gardens



Park Avenue

Site Specific Studies

Park Avenue

Park Avenue has historically been a corridor of mostly office buildings within downtown San Jose and this characterization has continued into today with the recently renovated 162,600 square-foot Adobe headquarters on the northeastern corner of Park and Almaden. Although Park Avenue is well-known for its office buildings, it has some significant cultural and architectural variation. Across the palm tree-lined avenue from Adobe's headquarters is the iconic Center for Performing Arts designed by Taliesin Associated Architects, an architecture group originally founded by Frank Lloyd Wright and run by 14 of his proteges with the goal of carrying on his vision. Additionally, the TECH Museum of San Jose is located along the avenue adjacent to the intersection with Market Street across from the popular Plaza de Cesar Chavez.

Despite these active civic components of Park Avenue, the corridor is mainly trafficked by vehicles as opposed to pedestrians. Therefore the City is looking to transform it into a pedestrian-friendly civic zone with the help of landscape architecture firm CMG.



Site Specific Studies

Park Avenue

Master Plan from CMG

Park Avenue was added by the City as a site due to the upcoming plans to revitalize the corridor and transform it into a pedestrian-friendly civic space. The landscape architecture firm in charge of this transformation is the bay area’s very own CMG. Steinberg Hart collaborated with CMG to gather insight on their design intentions to realize a successful site selection study. Therefore, Steinberg Hart considered the future site plan designed by CMG (see Site Plan) as the basis of the study for Park Avenue.

The goal of the master plan is to enhance the connection of the Paseo de San Antonio to San Jose State University and to expand this pedestrian path to the Guadalupe River Park through Park Avenue.

Along Park Avenue, components such as a widened median, widened sidewalks and scattered green spaces help enforce this connection to both the Paseo de San Antonio and Guadalupe River Park.



Site Plan



Site Specific Studies

Park Avenue

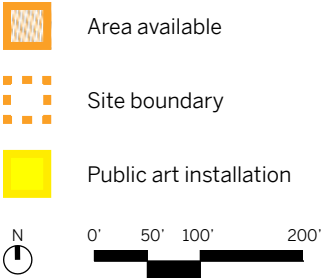
The master plan for Park Avenue designed by CMG informed the area available for a landmark on the site. One of the main components of the master plan is a park in the center of the street in the form of a widened median. In addition to this park, the plaza in front of the Center for the Performing Arts has been determined by the City as a space for potential re-activation. Both of these are optimal locations for a future landmark, as well as the intersection of Park Avenue and Almaden Boulevard - an ode to the original light tower's placement on the four corners of an intersection.

Park Avenue's location near the heart of downtown San Jose allows for ample access to bars, restaurants, hotels, parking and attractions such as the Center for Performing Arts, TECH Museum and Plaza de Cesar Chavez. This kind of access to amenities is desirable for a civic landmark project.

However, the site is not ideally situated within the city when it comes to public transit and access to the new High-Speed Rail and BART extension at Diridon Station. Park Avenue is also lacking in view corridors since it runs parallel with most of the important downtown streets. It is also the only site where there is not a flood control gate but rather a drainage point, which creates a potential for flooding.

1 - San Jose Center for the Performing Arts Plaza

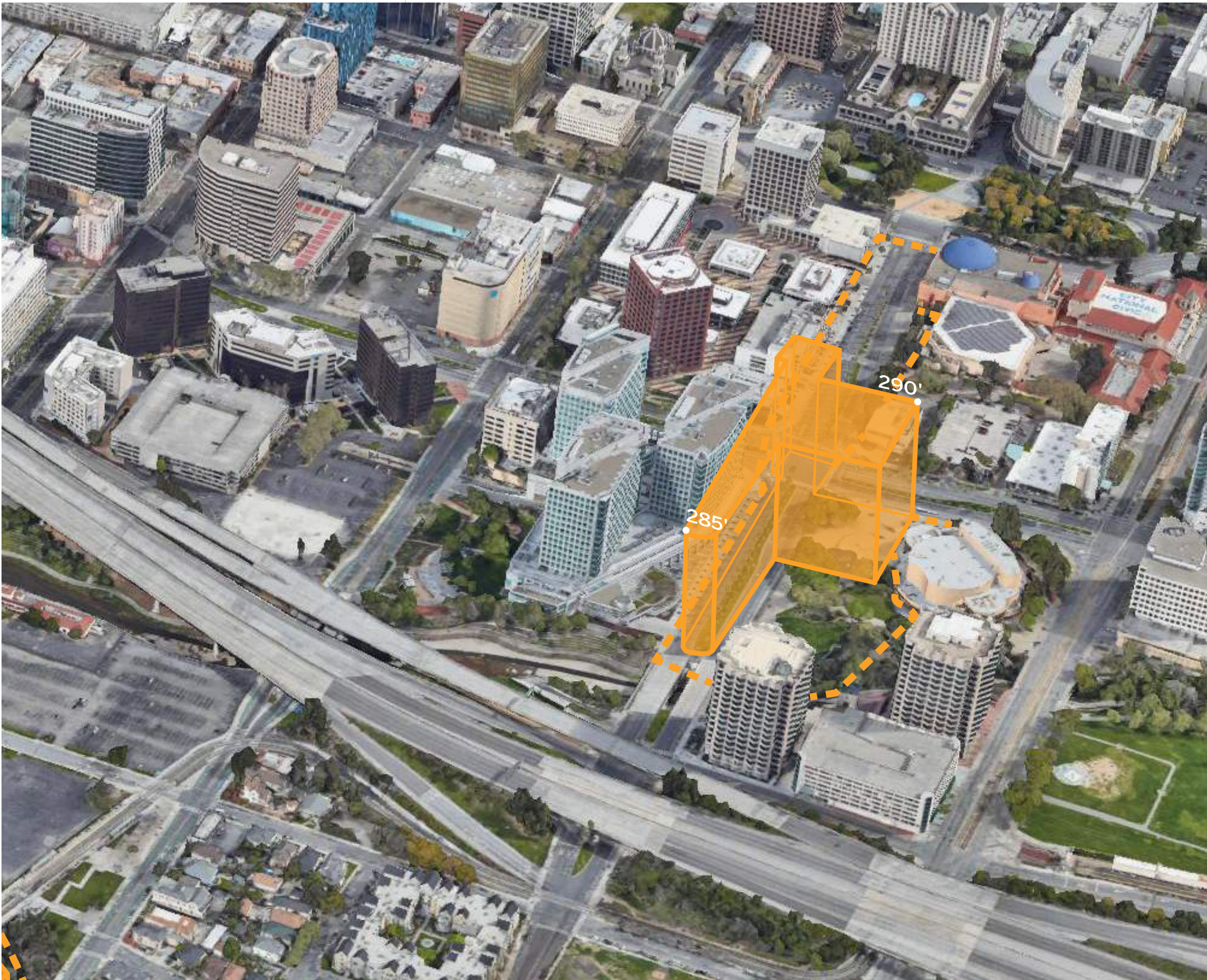
A - Center for the Performing Arts Collection
B - San Jose Veterans Memorial



Site Specific Studies

Park Avenue

Possible Points	Points Earned	Ranking Criteria
8.06	2.45	Site offers access to public transportation
8.06	2.88	Define and evaluate conceptual massing
7.50	1.59	Optimize view corridors
7.50	4.80	Adjacent and surrounding land use
7.22	0.65	Outdoor capacity
7.22	3.61	No obvious negative environmental influences
6.67	4.09	Economic development considerations
6.67	3.34	Incentives and cost off-sets
6.39	6.30	Utility requirements current and future
5.83	1.06	Area available
5.83	1.95	Project timeline
5.28	5.07	Proximity to airport OEI restrictions
5.00	2.75	Site location optimizes neighboring San Jose foot traffic
4.72	2.02	Site is evaluated based on aircraft noise contours
4.17	3.62	Available parking within walking distance
3.89	1.30	Potential for future expansion
100.00	47.48	





Plaza de Cesar Chavez

Site Specific Studies

Plaza de Cesar Chavez

In the heart of downtown San Jose, Plaza de Cesar Chavez is a family-friendly two-plus acre park, home to many of San Jose’s unique attractions such as the San Jose Jazz Festival and Christmas in the Park. The park is equipped with an outdoor theatre for events, a water fountain for family fun, and plenty of greenery for a serene escape within the city. The park is also the oldest public space in California and used to be home to the original state house building when San Jose was the capital of the state. Two historical markers honoring the original state house can be found on the western edge of the park near the intersection of Park Avenue and Market Street.



Site Specific Studies

Plaza de Cesar Chavez

The area available for a future landmark within Plaza de Cesar Chavez is limited to the northernmost portion of the site since the TECH Museum of Innovation and City National Civic utilize the southern end for various civic activities specific to the neighboring communities. However, the area available gains space 40 feet into south Market Street as well as the space created by the intersection with Park Avenue based on a Department of Transportation study to reduce the amount of lanes on Market Street and to capitalize views towards and from Park Avenue.

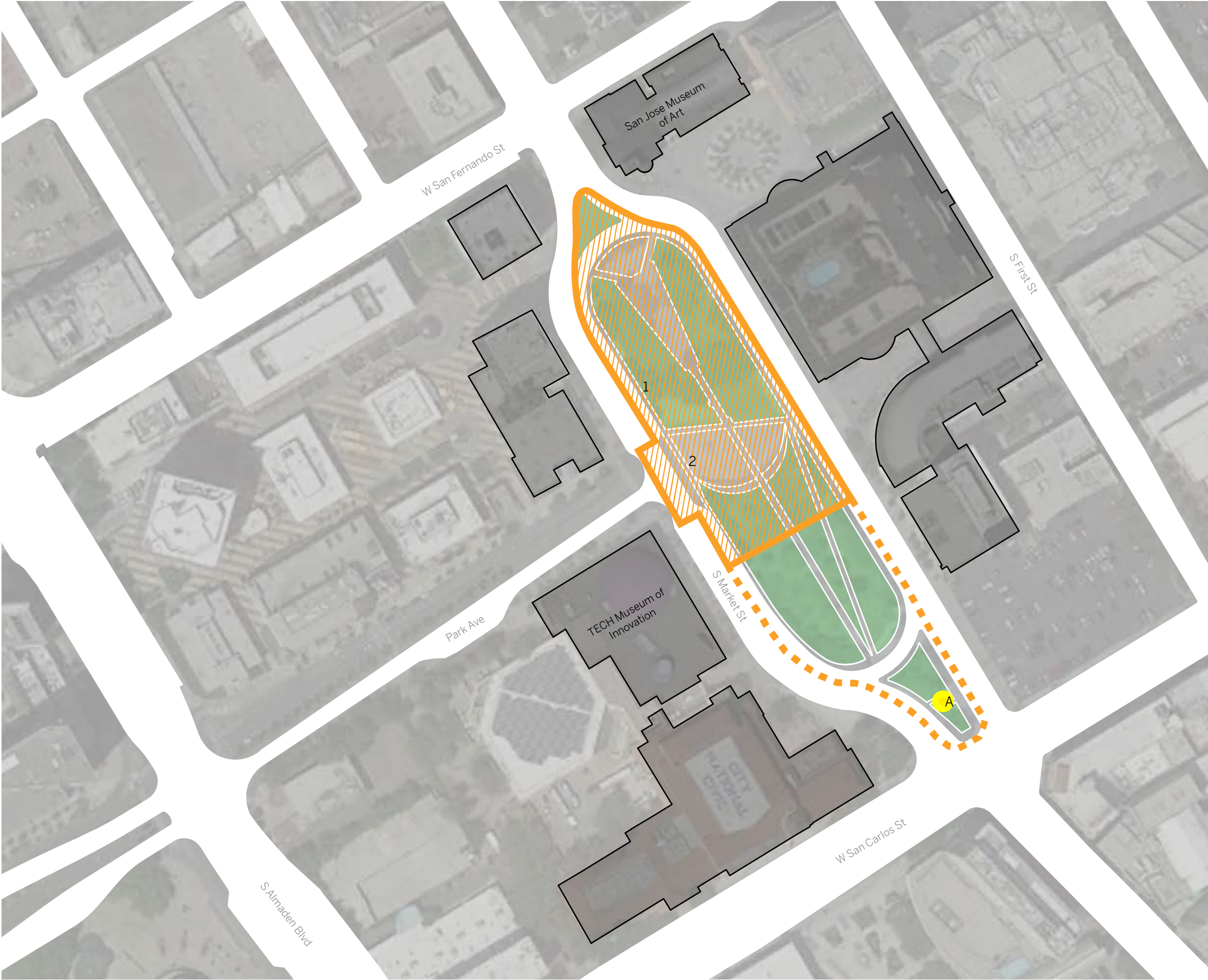
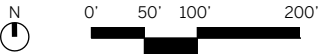
Plaza de Cesar Chavez's location is at the crux of its success. In the heart of downtown San Jose, the Plaza is close to many restaurants, bars, hotels, attractions, and ample parking yet it is far enough away from the airport and river to exempt it from any significant height or environmental limits.

Where the Plaza is not successful, however, is in terms of its size and access to public transit. Plaza de Cesar Chavez is limited to its current form, which is one of the smallest out of the sites, with little to no opportunity for future expansion. It has access to many buses and the Light Rail system, yet is over a half-mile walk from Diridon Station. According to city planning studies, distances over half a mile are not ideal for walking.

- 1 - Historical marker for original plaza
- 2 - Historical marker for original city hall

A - Plumed Serpent

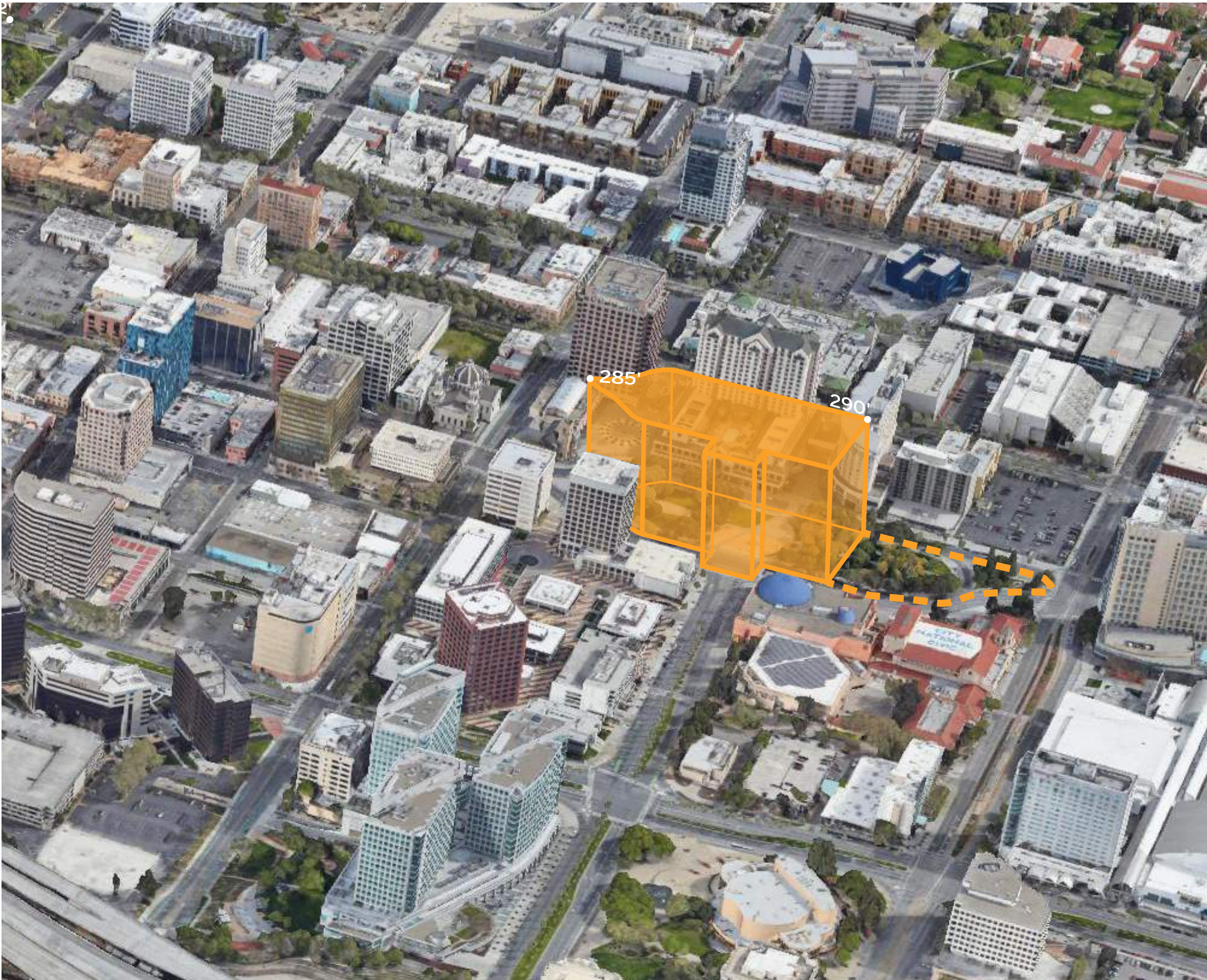
- Area available
- Site boundary
- Public art installation



Site Specific Studies

Plaza de Cesar Chavez

Possible Points	Points Earned	Ranking Criteria
8.06	2.58	Site offers access to public transportation
8.06	4.02	Define and evaluate conceptual massing
7.50	2.09	Optimize view corridors
7.50	5.40	Adjacent and surrounding land use
7.22	0.54	Outdoor capacity
7.22	5.42	No obvious negative environmental influences
6.67	3.91	Economic development considerations
6.67	3.34	Incentives and cost off-sets
6.39	6.39	Utility requirements current and future
5.83	1.50	Area available
5.83	5.83	Project timeline
5.28	5.08	Proximity to airport OEI restrictions
5.00	2.37	Site location optimizes neighboring San Jose foot traffic
4.72	2.70	Site is evaluated based on aircraft noise contours
4.17	3.54	Available parking within walking distance
3.89	1.30	Potential for future expansion
100.00	56.00	





Saint James Park

Site Specific Studies

Saint James Park

Saint James Park is located at the northern end of downtown San Jose in the historic Saint James Square district, with several of the city's oldest churches and landmarks surrounding it. The park is home to an abundance of large shady trees, a playground, water fountain, and two monuments. These monuments commemorate the rich history of the park, which included speeches given by former presidents and presidential candidates such as President William McKinley and Robert F. Kennedy. Both the McKinley Monument and the Kennedy Memorial honor these men, who inspired large crowds of people at the park. Saint James Park has also hosted concerts throughout the years and is looking to increase the amount with the construction of the Levitt Pavilion, an outdoor theatre component which is part of the revitalization of Saint James Park already underway.



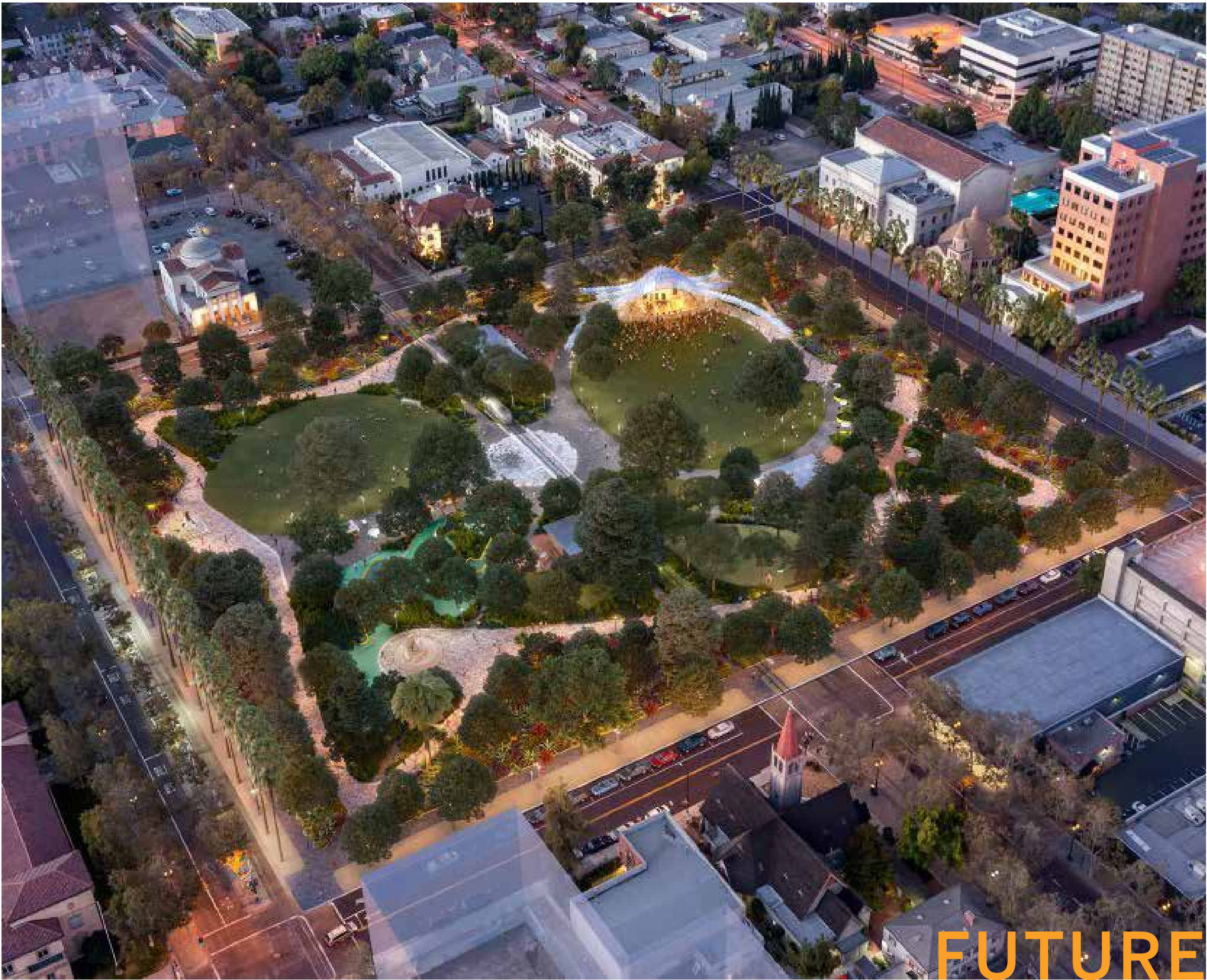
Site Specific Studies

Saint James Park

Master Plan from CMG

In addition to Park Avenue, the landscape architecture firm CMG is also working on the revitalization of Saint James Park with the City of San Jose. Steinberg Hart collaborated with them further to gain similar insight on this project. Just as Steinberg Hart used CMG's design for Park Avenue as the official site plan of the study, the same was done for Saint James Park.

CMG's goal for Saint James Park is to rehabilitate this once-prominent public open space that is now largely undefined and underutilized. A winding path known as the Monument Walk will replace the current paths and will weave through the park to create a series of outdoor rooms such as a picnic grove, dog park, playground, meadow and a lawn in front of the highly-anticipated Levitt Pavilion. The Levitt Foundation has partnered with the City of San Jose to bring people and communities together through live music. Their collective mission is to host 50 free, family-friendly concerts at the Levitt Pavilion. Designed by Future Cities Lab, the Pavilion will support a variety of concerts and theatrical performances.



Site Specific Studies

Saint James Park

Given Saint James Park’s current revitalization project and the light rail lines that run down First and Second Street, the area available for a future landmark is limited to the western portion of the overall site with the exception of a piece at the center extending into the eastern side. This is to allow ample space for the new Levitt Pavilion, which will spearhead the rejuvenation of the park.

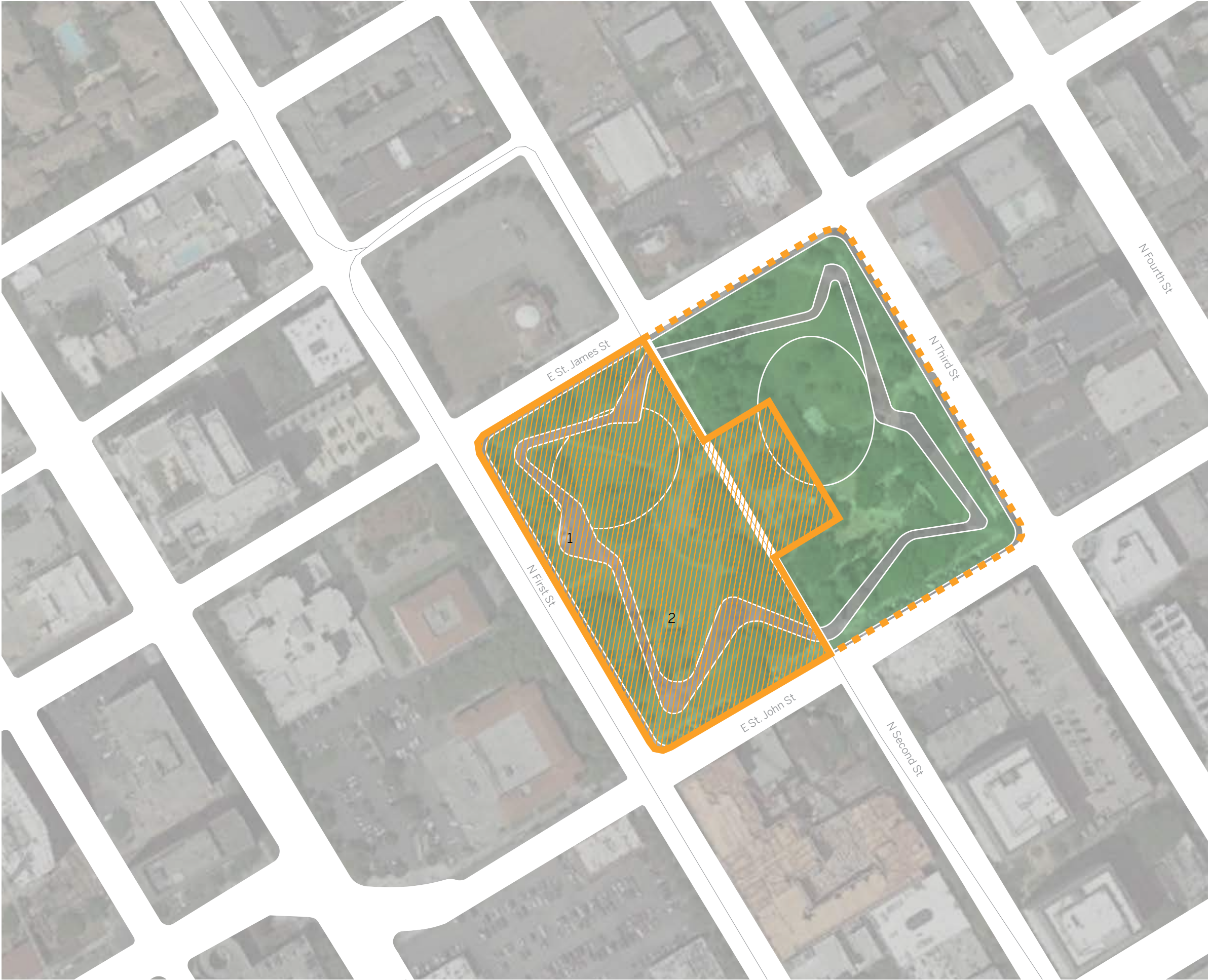
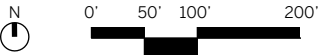
Saint James Park is strongest in technical criteria such as OEI height restrictions, aircraft noise contours and utility requirements, making it a tough competitor. It is the only site that does not apply to OEI height restrictions and only has to comply with FAA regulations, which allow for a fairly tall built project. In addition, Saint James Park is within the most quiet aircraft noise contour. Since the park is one of the oldest in the city, it is also equipped with plenty of access to utilities.

However, Saint James Park is located near a primarily residential area of the city and this position isolates it from most of the current as well as future action happening in downtown San Jose. Too far of a walk from Diridon Station, undergoing a current re-envisioning project, and the home of a heritage tree, Saint James Park has significant challenges that could limit a quick and successful project.

- 1 - McKinley Monument
- 2 - Kennedy Memorial

 Area available

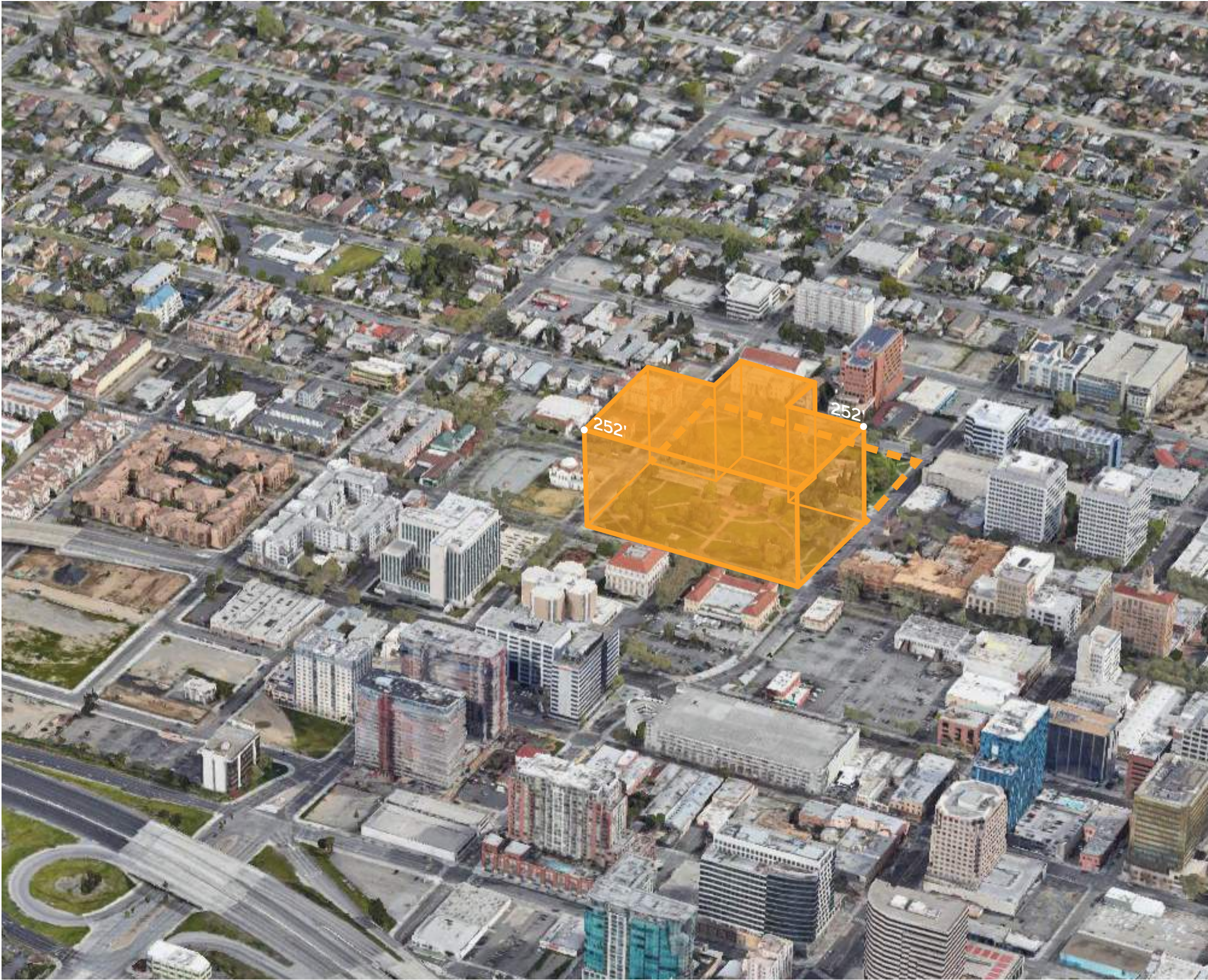
 Site boundary



Site Specific Studies

Saint James Park

Possible Points	Points Earned	Ranking Criteria
8.06	2.63	Site offers access to public transportation
8.06	6.21	Define and evaluate conceptual massing
7.50	2.01	Optimize view corridors
7.50	3.10	Adjacent and surrounding land use
7.22	1.12	Outdoor capacity
7.22	1.81	No obvious negative environmental influences
6.67	3.91	Economic development considerations
6.67	3.34	Incentives and cost off-sets
6.39	6.28	Utility requirements current and future
5.83	2.59	Area available
5.83	3.89	Project timeline
5.28	4.46	Proximity to airport OEI restrictions
5.00	0.01	Site location optimizes neighboring San Jose foot traffic
4.72	3.51	Site is evaluated based on aircraft noise contours
4.17	2.08	Available parking within walking distance
3.89	1.30	Potential for future expansion
100.00	48.24	



06

Final Recommendation

Final Recommendation

Arena Green

After analyzing the weighted criteria for each of the sites, Arena Green is the recommended site for the development of the San Jose Light Tower international design competition.

Arena Green rises above the other sites in the following criteria:



Area available



Economic development considerations



Incentives and cost off-sets



Environmental influences



Conceptual massing



Project timeline



Why Arena Green?

Location, Location, Location

Arena Green's location reaps the rewards of the up-and-coming developments in San Jose's future.

Located on the critical artery of West Santa Clara Street adjacent to the SAP Center, Arena Green is near the heart of Downtown San Jose and within a short walk of Diridon Station and the VTA Light Rail system. This area will soon be transformed into one of the most prominent transportation hubs in the country as it is expecting a connection with the BART Silicon Valley Phase II Extension project, a new HSR network, and a 10,000,000 square-foot future campus for Google. All of these developments provide ample potential for growth of restaurants, bars, retail stores, hotels, service businesses, and residences within the area.

\$\$\$ Funding \$\$\$

With this economic growth comes promising opportunities for public and private funding. The SAP Center prides itself on funding and sponsoring local businesses and organizations. The San Jose Sharks in particular have displayed an interest in a landmark near their arena. Since Arena Green is directly adjacent to the SAP Center, it has substantial opportunities for funding and cost off-sets. The City of San Jose has also shown a commitment in supporting the growth of this area, which is soon to become the epicenter of the city.



Why Arena Green?

S—p—a—c—e

The Arena Green site is one of the largest out of all seven. It spans across the confluence of the Guadalupe River and Los Gatos Creek, consequently providing three banks on which a project can theoretically take place. Of the three, however, only two are compatible for a landmark - the eastern and western banks known as Arena Green East and West, respectively. The center bank, known as Confluence Point, is not available for a future project considering its pre-existing monuments, public art pieces and proximity to the Riparian Corridor habitat.

On Arena Green West, a project can be brought as close to the Riparian Corridor as the path running parallel to it. There are a few existing structures on this bank yet some are predicted to be removed. The Five Skaters public art piece on the other hand will not be removed and therefore is not included as part of the area available for a landmark.

On Arena Green East, the area available is set back 150 feet from the river to account for the Riparian Corridor as well as the engineered flood control systems. It is also set back 35 feet from State Route 87 on the eastern edge of the site in accordance with Caltrans regulations.

Taking all of these factors into account, the total area available of the site comes out to be approximately **420,00** square feet, the largest of all sites.

- 1 - St. John Street Overlook Plaza

2 - Tennis Courts

3 - Tributaries Monument

4 - Santa Clara Street Overlook Plaza

5 - Confluence Point

6 - San Jose Vietnam Memorial

7 - The Children's Carousel

8 - Tot Lot & Playground
- A - Weaver's Gift

B - Five Skaters



Area available



Site boundary



Public art installation



0' 50' 100' 200'





1
View looking west towards the SAP Center from Arena Green West



2
View of the lawn at Arena Green West



4
Children's carousel at Arena Green West



3
View of bridge linking Arena Green West and Confluence Point



5
Five Skaters public art piece at Arena Green West



6
View looking down Guadalupe River Park Path of Arena Green East



9
Children At Play art piece at Confluence Point



11
Weavers' Gift art piece overlooking downtown at Confluence Point



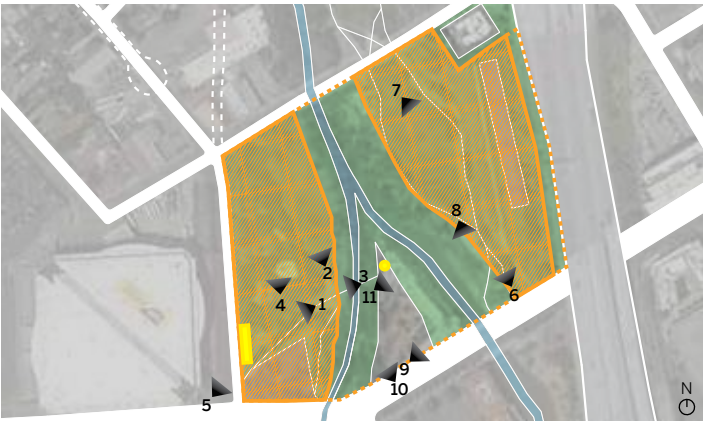
7
View of the lawn at Arena Green East



8
View of the Santa Clara Street Overlook Plaza at Arena Green East



10
Sons of San Jose Vietnam Veterans' Memorial at Confluence Point



Key

Why Arena Green?

VOLUME

When conceptually massed with the 115-220 feet OEI height restrictions on the site, the potential usable volume is approximately **61,000,000** cubic feet, also the largest of all sites.

Swift Time-frame



The project timeline criteria awarded the most points for projects that could be completed within three years. Since Arena Green is near but not directly a part of the new developments coming to the area and therefore does not have to coordinate with the various entities involved, the site has the freedom to complete a project within a swift time-frame of about three years.



Why Arena Green?

Environmentally Conscious

Thanks to the Downtown Guadalupe River Flood Protection project completed in 2004 which introduced three engineered flood control points throughout the site, Arena Green is protected from 100 year floods. It is also free of heritage trees and historical influences.

Its location at the confluence of two bodies of water, though, comes with some challenges. The Riparian Corridor running along the river and creek is home to a variety of endangered species, including salmon and trout. However, no threat is posed to these species and their habitat unless the project extends outside of its area available and emits too much light or uses harmful materials.

What’s Not to Love?

...Limited View Corridors

Despite the site’s location off Santa Clara Street, one of the Grand Boulevards of San Jose, it doesn’t have many other opportunities to optimize views from cars, pedestrians, or airplanes. Autumn and Saint John Streets also surround the site, yet neither are as critical of arteries as Santa Clara Street. In addition, the eastern bank is obstructed by a thick row of trees from State Route 87. Arena Green also unfortunately lies directly under the flight paths of the Norman Y. Mineta San Jose International Airport, providing little opportunity for aircraft occupants to view the site.

...Inconsistent OEI and Loud Aircraft Noise

Being directly under the flight paths of the airport presents even more challenges regarding height and noise. Arena Green is at a point under the flight paths where the OEI height restrictions fluctuate substantially. The most southeastern point of the site can reach up to 220 feet high whereas the northern edge of the site can only reach up to 115 feet high, a difference of over 100 feet. Along with these varying height restrictions, Arena Green is also impacted by aircraft noise contours. The sound intensity of the site ranges from 65 to 70 decibels, which is relatively close to 85 - the level at which hearing damage can occur.



Saint John Street flood control



Santa Clara Street flood control



Santa Clara / Autumn Street flood control looking south



Santa Clara / Autumn Street flood control looking northwest



Confluence of Guadalupe River and Los Gatos Creek

Final Words

Excitement on the Horizon

On September 26th, 2018 Steinberg Hart revealed the final site recommendation to members of the San Jose Light Tower Corporation and City of San Jose. Overall, the group displayed a palpable excitement for the site recommendation.

The discussion was kick-started by commentary from several members of the group on their overall satisfaction with the collaborative spirit of this endeavor. Members then expressed their satisfaction with the site recommendation - Arena Green. Most commented how the area as a whole is in need of activation and the introduction of a landmark would not only activate the park specifically but would also act as a catalyst for future projects in the city. Members also felt a landmark was an appropriate program to come to Arena Green considering its compatibility with the SAP Center and Google's future development across the street.

Discussion on the next steps dominated the remainder of the meeting. Members were anxious to acquire City Council approval within the next couple of months, further exemplifying the overall excitement for Arena Green as the future location of San Jose's very own iconic landmark.



Members of the San Jose Light Tower Corporation (SJLTC), City of San Jose (various departments), and Steinberg Hart (SH) following the site recommendation reveal meeting at San Jose City Hall on September 26th, 2018.

Clockwise from left: Maggie Gaudio (SH), Kerry Adams-Hapner (OCA), Domenic Onorato (DPW), Jon Ball (SJLTC), Steve Borkenhagen (SJLTC), Michelle Dumont (SH), Margie O'Driscoll (Design Competition Consultant), Nicolle Burnham (PRNS), Kim Walesh (CMO), Angel Rios, Jr. (CMO), Blage Zelalich (OED), Michael Ogilvie (OCA), Jon Cicirelli (PRNS), and Ernie Yamane (SH).

07

Appendix

- A. Meeting/Communication Log
- B. OEI + Noise Contour Information
- C. VTA Ridership Spreadsheet
- D. Google Area Parcel Ownership Map
- E. Envision San Jose 2040 Transportation Diagram
- F. Site Analysis Spreadsheets

Meeting/Communication Log

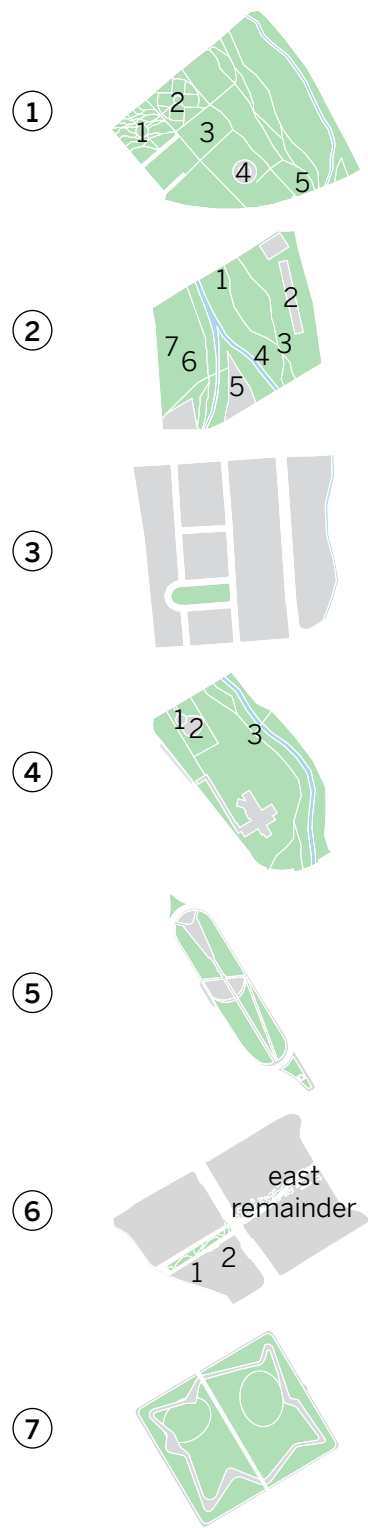
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Meeting/Communication Log

Fact-Finding Guadalupe River Park	August 30, 2018	Ernie Yamane Steinberg Hart Leslee Hamilton Guadalupe River Park Conservancy Maggie Gaudio Steinberg Hart Michelle Dumont Steinberg Hart
CSJ & SJLTC Working Session	August 31, 2018	Domenic Onorato DPW Ernie Yamane Steinberg Hart Michael Ogilvie OCA Michelle Dumont Steinberg Hart Nicolle Burnham PRNS
Fact-Finding OEI Restrictions	August 31, 2018	Cary Greene Mineta San Jose International Airport Maggie Gaudio Steinberg Hart
Overview for City Manager Office	September 5, 2018	Angel Rios Jr. CMO Ernie Yamane Steinberg Hart Kim Walesh CMO Michael Ogilvie OCA Michelle Dumont Steinberg Hart Nicolle Burnham PRNS Steve Borkenhagen SJLTC
Fact-Finding Google / Diridon	September 18, 2018	Jon Ball SJLTC Maggie Gaudio Steinberg Hart Michael Flynn Google Michael Ogilvie OCA Michelle Dumont Steinberg Hart Steve Borkenhagen SJLTC
CSJ & SJLTC Site Reveal	September 26, 2018	Angel Rios Jr. CMO Blage Zelalich OED Domenic Onorato DPW Ernie Yamane Steinberg Hart Jon Ball SJLTC Jon Cicirelli PRNS Kerry Adams-Hapner OCA Kim Walesh CMO Maggie Gaudio Steinberg Hart Margie O'Driscoll Design Competition Consultant Michael Ogilvie OCA Michelle Dumont Steinberg Hart Nicolle Burnham PRNS Steve Borkenhagen SJLTC

OEI + Noise Contour Information

Provided by Cary Greene on 08.21.2018
Norman Y. Mineta San Jose International Airport



Location		FAA Height Filing*	OEI Height Limit*	Aircraft Noise
1.	Guadalupe Gardens**			
	Site 1	25-30' AGL	65' AGL	>70 CNEL
	Site 2	25-30' AGL	65' AGL	>70 CNEL
	Site 3	25-30' AGL	70' AGL	>70 CNEL
	Site 4	25-30' AGL	70' AGL	65-70 CNEL
	Site 5	30-35' AGL	80' AGL	65-70 CNEL
2.	Arena Green			
	Site 1	55' AGL	115' AGL	65-70 CNEL
	Site 2	55' AGL	215' AGL	65-70 CNEL
	Site 3	55' AGL	220' AGL	65-70 CNEL
	Site 4	55' AGL	220' AGL	65-70 CNEL
	Site 5	55' AGL	125' AGL	65-70 CNEL
	Site 6	55' AGL	120' AGL	65-70 CNEL
	Site 7	55' AGL	120' AGL	65-70 CNEL
3.	Diridon Station	55' AGL	155-170' AGL (northwest-southeast)	60-65 CNEL (<60 CNEL in southwest corner)
4.	Discovery Meadow			
	Site 1	70' AGL	295' AGL	65-70 CNEL
	Site 2	70' AGL	295' AGL	65-70 CNEL
	Site 3	70' AGL	300' AGL	65-70 CNEL
5.	Cesar Chavez Plaza	70-75' AGL	285-290' AGL (north-south)	60-65 CNEL (north-south)
6.	Park Ave			
	Site 1	70' AGL	285' AGL	65-70 CNEL
	Site 2	70' AGL	285' AGL	65-70 CNEL
	East Remainder	75' AGL	290' AGL	60-65 CNEL
7.	St. James Park	60-65' AGL (north-south)	Not Applicable	<60 CNEL

*Estimated heights above ground level (AGL). Accuracy ±5 feet.
**Use of City (Airport) land in Guadalupe Gardens or adjacent River Park would likely require FMV lease, City approval of amendments to City General Plan and Guadalupe Gardens Master Plan, and FAA approval of a "land release" (note: a portion of Site 5 is not City/Airport land).

VTA Ridership Spreadsheet

Provided by Adam Burger on 09.11.2018

Santa Clara Valley Transportation Authority

Guadalupe Gardens

All Combined 61 and 62 Daily Average			
	Weekday	Saturday	Sunday
Bus Boardings	48	21	18
Bus Alightings	58	28	19

Taylor & Coleman | WB 61 and 62 | Daily Average

	Weekday	Saturday	Sunday
Bus Boardings	28	12	14
Bus Alightings	27	12	6

Taylor & Coleman | EB 61 and 62 | Daily Average

	Weekday	Saturday	Sunday
Bus Boardings	20	9	4
Bus Alightings	31	16	13

Arena Green

All Combined 22, 68 and 522 Daily Average			
	Weekday	Saturday	Sunday
Bus Boardings	464	353	258
Bus Alightings	483	336	243

Santa Clara at Delmas | WB 22 and 68 | Daily Average

	Weekday	Saturday	Sunday
Bus Boardings	11	7	7
Bus Alightings	35	33	19

Santa Clara at Delmas | EB 22 and 68 | Daily Average

	Weekday	Saturday	Sunday
Bus Boardings	27	16	15
Bus Alightings	10	7	8

Santa Clara at Cahill | WB 22 and 522 | Daily Average

	Weekday	Saturday	Sunday
Bus Boardings	162	147	91
Bus Alightings	215	147	96

Santa Clara at Cahill | EB 22 and 522 | Daily Average

	Weekday	Saturday	Sunday
Bus Boardings	209	161	129
Bus Alightings	171	126	98

Santa Clara at Almaden | WB 22, 68, 168 and 522 | Daily Average

	Weekday	Saturday	Sunday
Bus Boardings	12	6	5
Bus Alightings	25	5	6

Santa Clara at Almaden | EB 22, 68, 168 and 522 | Daily Average

	Weekday	Saturday	Sunday
Bus Boardings	43	16	11
Bus Alightings	27	18	16

Diridon Station

All Combined 63, 64, 65, 68, 168, 181, DASH and LRT Daily Average			
	Weekday	Saturday	Sunday
Bus Boardings	1317	447	423
Bus Alightings	1175	405	367
LRT Boardings	618	306	197
LRT Alightings	630	292	189

Diridon Transit Center | 63, 64, 65, 68, 168, 181 and DASH

Stop 386734	Weekday	Saturday	Sunday
Bus Boardings	4	2	2
Bus Alightings	27	9	6

Stop 386729	Weekday	Saturday	Sunday
Bus Boardings	68	14	10
Bus Alightings	69	3	3

Stop 386728	Weekday	Saturday	Sunday
Bus Boardings	101	39	36
Bus Alightings	161	42	36

Stop 386732	Weekday	Saturday	Sunday
Bus Boardings	204	196	172
Bus Alightings	198	153	154

Stop 386733	Weekday	Saturday	Sunday
Bus Boardings	528		
Bus Alightings	391		

Stop 386730	Weekday	Saturday	Sunday
Bus Boardings	147	38	37
Bus Alightings	76	44	26

Stop 386735	Weekday	Saturday	Sunday
Bus Boardings	265	158	166
Bus Alightings	253	154	142

Diridon Station | NB LRT | Daily Average

	Weekday	Saturday	Sunday
LRT Boardings	199	118	97
LRT Alightings	425	185	88

Diridon Station | SB LRT | Daily Average

	Weekday	Saturday	Sunday
LRT Boardings	419	188	100
LRT Alightings	205	107	101

Discovery Meadow

All Combined 23, 81 and LRT Daily Average			
	Weekday	Saturday	Sunday
Bus Boardings	30	17	11
Bus Alightings	75	34	25
LRT Boardings	238	182	124
LRT Alightings	206	187	112

San Carlos at Woz | WB 23 and 81 | Daily Average

	Weekday	Saturday	Sunday
Bus Boardings	17	14	9
Bus Alightings	10	4	3

San Carlos at Woz | EB 23 and 81 | Daily Average

	Weekday	Saturday	Sunday
Bus Boardings	13	3	2
Bus Alightings	65	30	22

Childrens Discovery Center Station | NB LRT | Daily Average

	Weekday	Saturday	Sunday
LRT Boardings	52	57	31
LRT Alightings	140	119	72

Childrens Discovery Center Station | SB LRT | Daily Average

	Weekday	Saturday	Sunday
LRT Boardings	186	125	93
LRT Alightings	66	68	40

Plaza de Cesar Chavez

All Combined 23, DASH and LRT Daily Average			
	Weekday	Saturday	Sunday
Bus Boardings	55	41	28
Bus Alightings	216	122	80

San Carlos at Market | WB 23 and DASH | Daily Average

	Weekday	Saturday	Sunday
Bus Boardings	40	28	20
Bus Alightings	45	26	22

San Carlos at Market | EB 23 and DASH | Daily Average

	Weekday	Saturday	Sunday
Bus Boardings	15	13	8
Bus Alightings	171	96	58

Park Avenue

No transit stops immediately adjacent

	Weekday	Saturday	Sunday
Bus Boardings	0	0	0
Bus Alightings	0	0	0
LRT Boardings	0	0	0
LRT Alightings	0	0	0

St. James Park

All Combined 66, 72, 73, 82, 181, 304 and LRT Daily Average			
	Weekday	Saturday	Sunday
Bus Boardings	326	174	124
Bus Alightings	306	169	123
LRT Boardings	531	326	296
LRT Alightings	619	385	312

First at St. James Park | NB 66, 181 and 304 | Daily Average

Stop 396824	Weekday	Saturday	Sunday
Bus Boardings	107	72	49
Bus Alightings	46	33	28

First at St. James Park | NB 82 and 323 | Daily Average

Stop 396821	Weekday	Saturday	Sunday
Bus Boardings	3	4	1
Bus Alightings	43	19	12

First at St. James Park | NB 72 and 73 | Daily Average

	Weekday	Saturday	Sunday
Bus Boardings	4	3	2
Bus Alightings	57	25	15

Second at St. James Park | SB 72, 73, 82, and 323 | Daily Average

Stop 396824	Weekday	Saturday	Sunday
Bus Boardings	167	67	48
Bus Alightings	9	5	3

Second at St. James Park | SB 66, 181 and 304 | Daily Average

Stop 396821	Weekday	Saturday	Sunday
Bus Boardings	45	28	24
Bus Alightings	151	87	65

St. James Station (2nd Street) | SB LRT | Daily Average

	Weekday	Saturday	Sunday
Bus Boardings	240	159	139
Bus Alightings	389	239	187

St. James Station (1st Street) | NB LRT | Daily Average

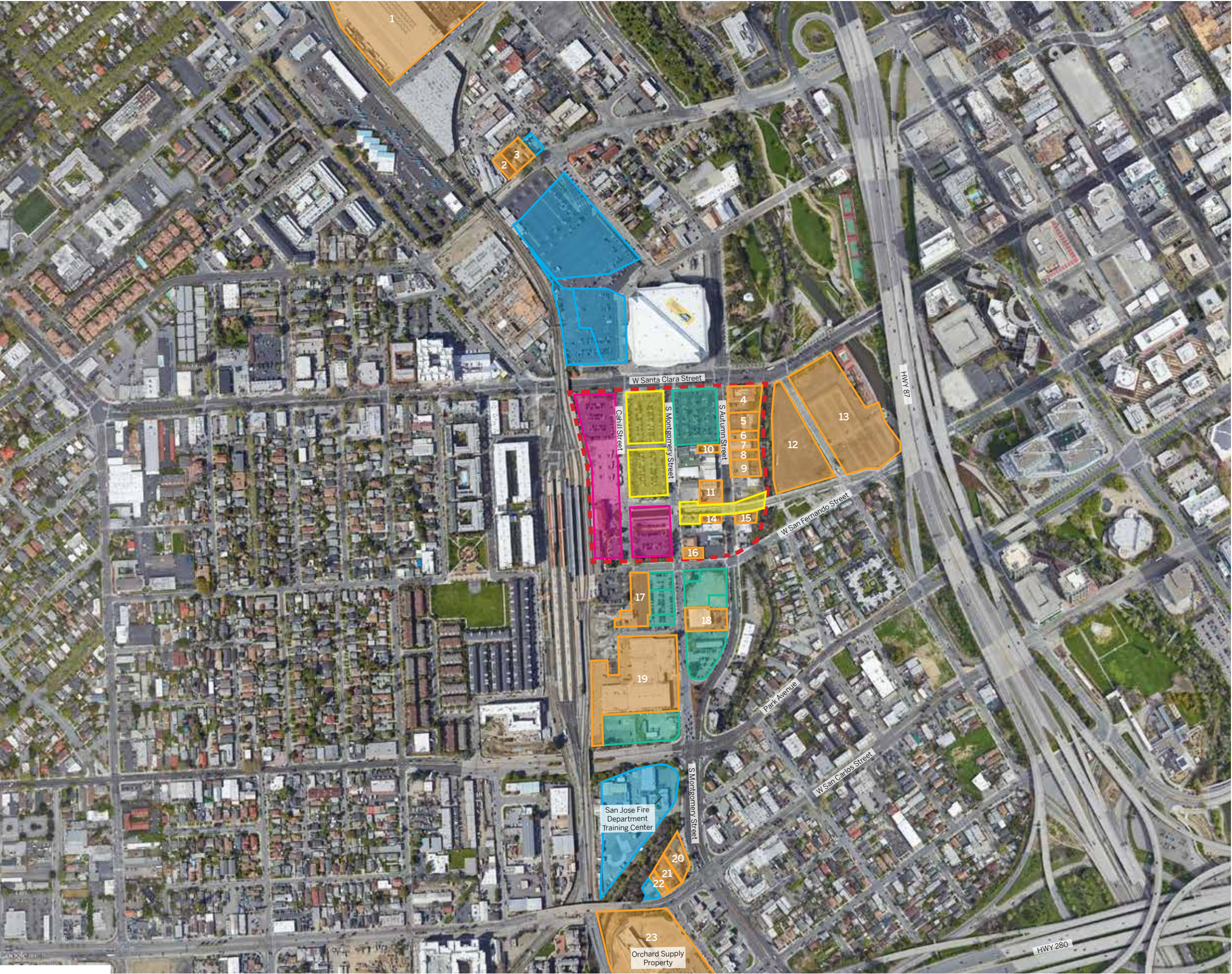
	Weekday	Saturday	Sunday
LRT Boardings	291	167	157
LRT Alightings	230	146	125

Google Area Parcel Ownership Map

Created by Steinberg Hart

-  Site boundary
-  Parcel owned by City of San Jose*
-  Parcel owned by SARA*
-  Parcel owned by Google / Trammel Crow
- Number provided for reference only
-  Parcel owned by Caltrain
-  Parcel owned by VTA

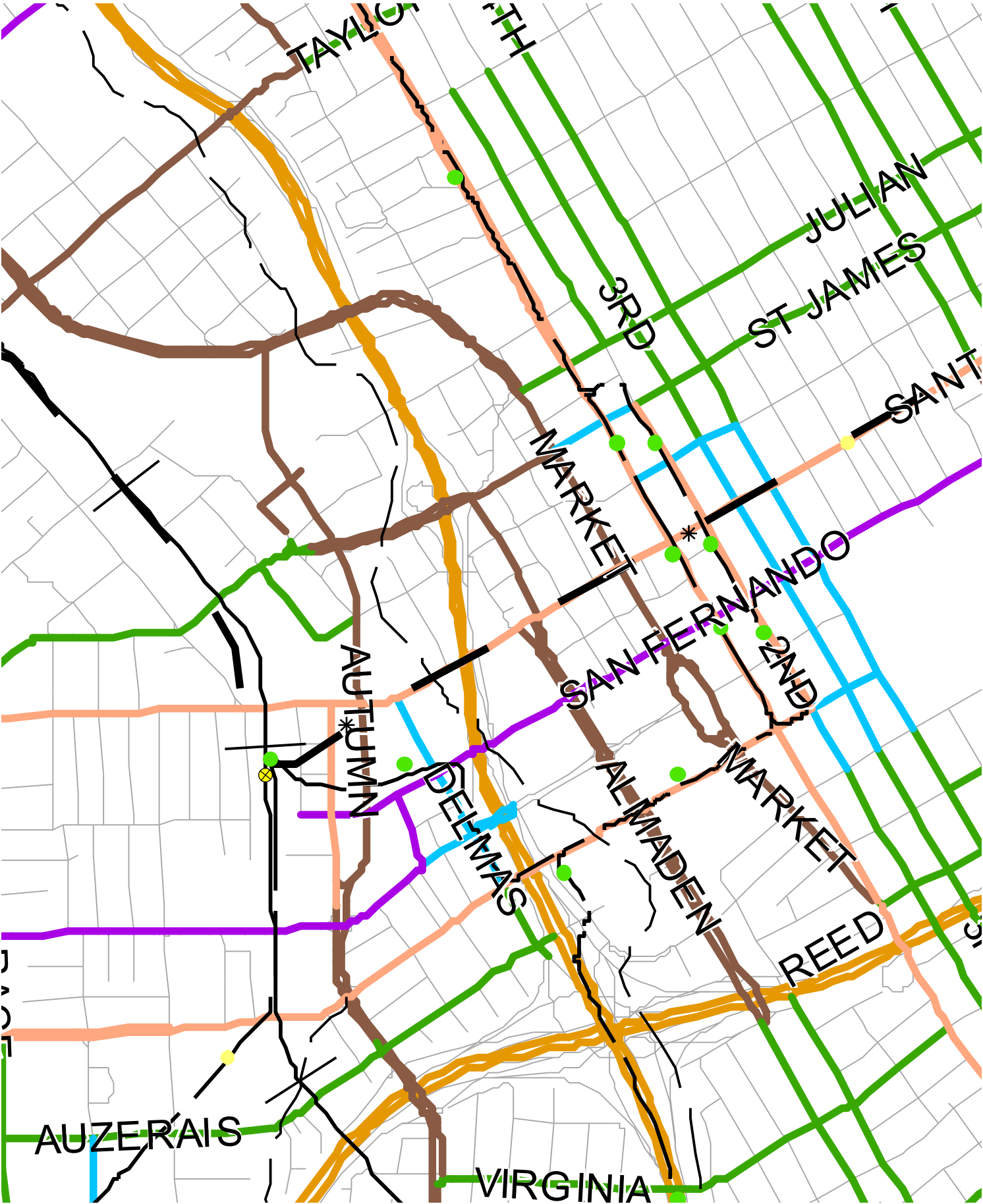
*City/SARA information found at <http://www.sanjose.gov>
Note: Site is measured to the centerline of the Los Gatos Creek
Note: Map is based on Santa Clara County Surveyor's Record Index



Envision San Jose 2040 Transportation Diagram

Modified by Steinberg Hart

- Grand boulevard
- On-street primary bicycle facility
- Main street
- City connector street
- Local connector street
- Expressway
- Freeway
- Two lane city connector street
- * Proposed BART station
- - - BART route
- Caltrain station
- + Caltrain line
- Existing light rail station
- Planned light rail station
- - - Light rail line
- + + + Railroad
- - - - Off-street primary bicycle facility



Site Analysis Spreadsheets

Programming Criteria 1:
Area Available

- SCORING
- High to Low - More points are allocated for a higher number of square feet

% points					
100%	5.83	AREA AVAILABLE	Plaza de Cesar Chavez	Park Avenue	Discovery Meadow
100%	5.83	Horizontal sf available for development	108,248	76,185	170,137
		GRAND TOTAL SCORE	Plaza de Cesar Chavez	Park Avenue	Discovery Meadow
		SCORE - out of 5.83 pts	1.50	1.06	2.36

Programming Criteria 2:
Outdoor Capacity

- SCORING
- High to Low - More points are allocated for a higher number of people

% points					
100%	7.22	OUTDOOR CAPACITY	Plaza de Cesar Chavez	Park Avenue	Discovery Meadow
100%	7.22	Horizontal sf available for standing measured at 10 sf per person	146,083	177,297	207,729
		Number of people site can accommodate	14,608	17,730	20,773
		GRAND TOTAL SCORE	Plaza de Cesar Chavez	Park Avenue	Discovery Meadow
		SCORE - out of 7.22 pts	0.54	0.65	0.76

Diridon Station	Arena Green	Guadalupe Gardens	Saint James Park	Total Possible Pts	Largest # SF	Pts per SF
137,876	420,162	416,490	186,702	5.83	420,162	1.39E-05
Diridon Station	Arena Green	Guadalupe Gardens	Saint James Park			
1.91	5.83	5.78	2.59			

Diridon Station	Arena Green	Guadalupe Gardens	Saint James Park	Total Possible Pts	Largest # People	Pts per Person
756,351	426,774	1,962,251	305,108	7.22	196,225	3.68E-05
75,635	42,677	196,225	30,511			
Diridon Station	Arena Green	Guadalupe Gardens	Saint James Park			
2.78	1.57	7.22	1.12			

Site Analysis Spreadsheets

Location Criteria 1:
Site offers access to public transportation

- SCORING
- Low to High - More points are allocated for access points that are a shorter walk from the site
 - High to Low - More points are allocated for a higher number of access points

%	points	
100%	8.06	SITE OFFERS ACCESS TO PUBLIC TRANSIT

50%	4.03	PUBLIC TRANSIT PROXIMITY
60%	2.42	1/4 Mile 5 Min Walk
15%	0.36	Bus
		Sub-Score
15%	0.36	Light Rail
		Sub-Score
30%	0.73	Future BART
		Sub-Score
40%	0.97	Diridon Station - All Trains
		Sub-Score
		SCORE
40%	1.61	1/2 Mile 10 Min Walk
15%	0.24	Bus
		Sub-Score
15%	0.24	Light Rail
		Sub-Score
30%	0.48	Future BART
		Sub-Score
40%	0.64	Diridon Station - All Trains
		Sub-Score
		SCORE

Plaza de Cesar Chavez	Park Avenue	Discovery Meadow
18	11	6
0.36	0.22	0.12
3	2	2
0.27	0.18	0.18
0	0	0
0	0	0
0	0	0
0	0	0
0.63	0.40	0.30
32	36	30
0.21	0.24	0.20
4	5	3
0.19	0.24	0.15
1	1	0
0.48	0.48	0
0	0	0
0	0	0
0.89	0.97	0.35

Diridon Station	Arena Green	Guadalupe Gardens	Saint James Park	Total Possible Pts	Largest # Stops	Pts per Stop
10	9	2	15	0.36	18	0.02
0.20	0.18	0.04	0.30			
1	1	0	4	0.36	4	0.09
0.09	0.09	0	0.36			
1	0	0	1	0.73	1	0.73
0.73	0	0	0.73			
1	1	0	0	0.97	1	0.97
0.97	0.97	0	0			
1.98	1.24	0.04	1.39			
21	19	5	32	0.24	36	0.01
0.14	0.13	0.03	0.21			
1	1	1	2	0.24	5	0.05
0.05	0.05	0.05	0.10			
0	1	0	0	0.48	1	0.48
0	0.48	0	0			
0	0	0	0	0.64	1	0.64
0	0	0	0			
0.19	0.66	0.08	0.31			

Location Criteria 1 continued on the following page

Site Analysis Spreadsheets

Location Criteria 1:
Site offers access to public transportation

- SCORING
- High to Low - More points are allocated for a higher number of people

50%	4.03	TRANSIT RIDERSHIP	Plaza de Cesar Chavez	Park Avenue	Discovery Meadow
40%	1.61	Current			
15%	0.24	Bus	137,176	189,592	162,292
		Sub-Score	0.08	0.11	0.10
15%	0.24	Light Rail	573,924	573,924	445,016
		Sub-Score	0.24	0.24	0.19
70%	1.13	Diridon Station - All Trains	0	0	0
		Sub-Score	0.00	0.00	0.00
		Total for Bus, Light Rail, and Diridon	711,100	763,516	607,308
		SCORE	0.32	0.36	0.28
60%	2.42	Future			
30%	0.73	BART	8,869,500	8,869,500	0
		Sub-Score	0.73	0.73	0.00
70%	1.69	Diridon Station - All Trains	0	0	0
		Sub-Score	0.00	0.00	0.00
		Total for Bus, Light Rail, and Diridon	8,869,500	8,869,500	0
		SCORE	0.73	0.73	0.00
		GRAND TOTAL SCORE	Plaza de Cesar Chavez	Park Avenue	Discovery Meadow
		SCORE - out of 8.06 pts	2.58	2.45	0.93

Diridon Station	Arena Green	Guadalupe Gardens	Saint James Park	Total Possible Pts	Largest # People	Pts per Person
401,804	401,804	20,000	117,456	0.24	401,804	6.01E-07
0.24	0.24	0.01	0.07	0.24	573,924	4.21E-07
170,612	170,612	49,920	311,324	1.13	1,963,533	5.74E-07
0.07	0.07	0.02	0.13			
1,963,533	1,963,533	0	0			
1.13	1.13	0.00	0.00			
2,535,949	2,535,949	69,920	428,780			
1.44	1.44	0.03	0.20			
3,504,000	3,504,000	0	8,869,500	0.73	8,869,500	8.17E-08
0.29	0.29	0.00	0.73	1.69	9,109,994	1.86E-07
9,109,994	9,109,994	0	0			
1.69	1.69	0.00	0.00			
12,613,994	12,613,994	0	8,869,500			
1.98	1.98	0.00	0.73			
Diridon Station	Arena Green	Guadalupe Gardens	Saint James Park			
5.59	5.32	0.16	2.63			

Site Analysis Spreadsheets

Location Criteria 2: Optimize view corridors

- SCORING
- High to Low - More points are allocated for highly visible sites (highly visible, moderately visible, slightly visible, not visible)

%	points	
100%	7.50	OPTIMIZE VIEW CORRIDORS

10%	0.75	FROM AIR
		Highly visible, moderately visible, slightly visible, not visible
		SCORE

30%	2.25	FROM FREEWAYS
		Highly visible, moderately visible, slightly visible, not visible
40%	0.90	SR-87
		SCORE

40%	0.90	I-280
		SCORE

20%	0.45	I-880
		SCORE

Plaza de Cesar Chavez	Park Avenue	Discovery Meadow
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MODERATELY	SLIGHTLY	SLIGHTLY
0.50	0.25	0.25

Plaza de Cesar Chavez	Park Avenue	Discovery Meadow
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MODERATELY	HIGHLY	HIGHLY
0.60	0.90	0.90

NOT	NOT	SLIGHTLY
0	0	0.30

NOT	NOT	NOT
0	0	0

Diridon Station	Arena Green	Guadalupe Gardens	Saint James Park
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MODERATELY	SLIGHTLY	HIGHLY	SLIGHTLY
0.50	0.25	0.75	0.25

Diridon Station	Arena Green	Guadalupe Gardens	Saint James Park
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MODERATELY	MODERATELY	MODERATELY	NOT
0.60	0.60	0.60	0

NOT	NOT	NOT	NOT
0	0	0	0

NOT	NOT	SLIGHTLY	NOT
0	0	0.15	0

Total Possible Pts	Highly	Moderately	Slightly	Not
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0.75	0.75	0.50	0.25	0
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Total Possible Pts	Highly	Moderately	Slightly	Not
--------------------	--------	------------	----------	-----

0.90	0.90	0.60	0.30	0
------	------	------	------	---

0.90	0.90	0.60	0.30	0
------	------	------	------	---

0.45	0.45	0.30	0.15	0
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Location Criteria 2 continued on the following page

Site Analysis Spreadsheets

Location Criteria 2:
Optimize view corridors

SCORING

- Major to Minor - More points are allocated for adjacent or intersecting major vs. minor streets
- High to Low - More points are allocated for a higher number of adjacent streets

60%	4.50	FROM ADJACENT STREETS	Plaza de Cesar Chavez	Park Avenue	Discovery Meadow
49%	2.20	Grand Boulevard			
9.76%	0.44	First Street			
9.76%	0.44	North Second Street			
9.76%	0.44	Santa Clara Street			
9.76%	0.44	San Carlos Street	1		1
9.76%	0.44	Montgomery Street (Santa Clara to San Carlos)			
		TOTAL # STREETS	1	0	1
		SCORE	0.44	0	0.44
		Two Lane City Connector Street			
7.32%	0.33	San Fernando (to Diridon)	1		
		TOTAL # STREETS	1	0	0
		SCORE	0.33	0	0
		Main Street			
19.51%	0.88	Third Street (St. John to San Salvador)			
4.88%	0.22	Fourth Street (St. John to San Salvador)			
4.88%	0.22	Saint James Street (Market to First)			
4.88%	0.22	Saint John Street (First to Fourth)			
		TOTAL # STREETS	0	0	0
		SCORE	0	0	0
		City Connector Street			
12.20%	0.55	Almaden Boulevard		1	1
2.44%	0.11	Coleman Avenue			
2.44%	0.11	Market Street	1	1	
2.44%	0.11	Autumn Street			
2.44%	0.11	Taylor Street			
		TOTAL # STREETS	1	2	1
		SCORE	0.11	0.22	0.11
		Publicly Accessible Pedestrian Path			
12.20%	0.55	Paseo de San Antonio	1		
2.44%	0.11	Paseo San Fernando		1	
2.44%	0.11	Guadalupe River Park Paths		1	1
2.44%	0.11	Los Gatos Linear Park			
2.44%	0.11	Cultural & Innovation Walk			
		TOTAL # STREETS	1	2	1
		SCORE	0.10976	0.22	0.11
		GRAND TOTAL SCORE			
		SCORE - out of 7.50 pts			
			Plaza de Cesar Chavez	Park Avenue	Discovery Meadow
			2.09	1.59	2.11

Diridon Station	Arena Green	Guadalupe Gardens	Saint James Park	Total Possible Pts	Pts per Street
			1	2.20	0.44
			1		
1	1				
1					
2	1	0	2		
0.88	0.44	0	0.88		
1				0.33	0.33
1	0	0	0		
0.33	0	0	0		
			1	0.88	0.22
			1		
			1		
			1		
0	0	0	4		
0	0	0	0.88		
		1		0.55	0.11
1	1	1			
		1			
1	1	3	0		
0.11	0.11	0.33	0		
				0.55	0.11
1					
	1	1			
1					
1					
3	1	1	0		
0.33	0.11	0.11	0		
Diridon Station	Arena Green	Guadalupe Gardens	Saint James Park		
2.75	1.51	1.94	2.01		

Site Analysis Spreadsheets

Location Criteria 3: Economic development considerations

- SCORING
- Low to High - More points are allocated for commercial and residential uses that are a shorter walk from the site
 - High to Low - More points are allocated for areas with a high volume of commercial and residential uses (high volume, moderate volume, low volume, no volume)

%	points	
100%	6.67	ECONOMIC DEVELOPMENT

40%	2.67	COMMERCIAL AND RESIDENTIAL USES
20%	0.53	EXISTING OVERALL VOLUME - 1/4 Mile 5 Min Walk
60%	0.32	
		High, Moderate, or Low
		Site has existing restaurants, bars, retail stores, hotels, service businesses, and residences within a 5 minute walk of the site
		SCORE
40%	0.21	EXISTING OVERALL VOLUME - 1/2 Mile 10 Min Walk
		High, Moderate, or Low
		Site has existing restaurants, bars, retail stores, hotels, service businesses, and residences within a 10 minute walk of the site
		SCORE
80%	2.13	EXISTING POTENTIAL - 1/4 Mile 5 Min Walk
60%	1.28	
		High, Moderate, or Low
		Site has potential for an increased number of restaurants, bars, retail stores, hotels, service businesses, and residences within a 5 minute walk of the site
		SCORE
40%	0.85	EXISTING POTENTIAL - 1/2 Mile 10 Min Walk
		High, Moderate, or Low
		Site has potential for an increased number of restaurants, bars, retail stores, hotels, service businesses, and residences within a 10 minute walk of the site
		SCORE

Plaza de Cesar Chavez	Park Avenue	Discovery Meadow
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HIGH	MODERATE	LOW
0.32	0.21	0.11

HIGH	HIGH	MODERATE
0.21	0.21	0.14

Plaza de Cesar Chavez	Park Avenue	Discovery Meadow
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LOW	LOW	LOW
0.43	0.43	0.43

LOW	MODERATE	LOW
0.29	0.57	0.29

Diridon Station	Arena Green	Guadalupe Gardens	Saint James Park
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LOW	LOW	LOW	HIGH
0.11	0.11	0.11	0.32

LOW	MODERATE	LOW	HIGH
0.07	0.14	0.07	0.21

Diridon Station	Arena Green	Guadalupe Gardens	Saint James Park
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HIGH	HIGH	LOW	LOW
1.28	1.28	0.43	0.43

HIGH	HIGH	LOW	LOW
0.85	0.85	0.29	0.29

Total Possible Pts	High	Moderate	Low	None
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0.32	0.32	0.21	0.11	0
------	------	------	------	---

0.21	0.21	0.14	0.07	0
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Total Possible Pts	High	Moderate	Low	None
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1.28	1.28	0.85	0.43	0
------	------	------	------	---

0.85	0.85	0.57	0.29	0
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Location Criteria 3 continued on the following page

Site Analysis Spreadsheets

Location Criteria 3: Economic development considerations

SCORING

- High to Low - More points are allocated for sites with large opportunities (large opportunities, moderate opportunities, slight opportunities, no opportunities)

60%	4.00	FUNDING OPPORTUNITIES
		Large, Moderate, or Slight
20%	0.80	Site provides opportunities for City, County, State, or Federal grants and subsidies
		SCORE
80%	3.20	Site provides opportunities for private funding and sponsorship
		SCORE
		GRAND TOTAL SCORE
		SCORE - out of 6.67 pts

[illegible]

Diridon Station	Arena Green	Guadalupe Gardens	Saint James Park
LARGE	LARGE	SLIGHT	MODERATE
0.80	0.80	0.27	0.53
MODERATE	LARGE	SLIGHT	MODERATE
2.13	3.20	1.07	2.13

Diridon Station	Arena Green	Guadalupe Gardens	Saint James Park
5.25	6.38	2.23	3.91

Total Possible Pts	Large	Moderate	Slight	None
0.80	0.80	0.53	0.27	0
3.20	3.20	2.13	1.07	0

Site Analysis Spreadsheets

Location Criteria 4:
Incentives and cost off-sets

- SCORING
- High to Low - More points are allocated for sites with a high potential to generate revenue (high potential, moderate potential, low potential, no potential)
 - High to Low - More points are allocated for sites with large opportunities (large opportunities, moderate opportunities, slight opportunities, no opportunities)

%	points	
100%	6.67	INCENTIVES AND COST OFF-SETS
50%	3.33	SITE POTENTIAL TO GENERATE REVENUE
		High, Moderate, Low, or None
		SCORE
50%	3.33	SITE PROVIDES OPPORTUNITIES FOR PRIVATE FUNDING AND SPONSORSHIP
		Large, Moderate, Slight, or None
		SCORE
GRAND TOTAL SCORE		
SCORE - out of 6.67 pts		

Plaza de Cesar Chavez	Park Avenue	Discovery Meadow
LOW	LOW	LOW
1.11	1.11	1.11
MODERATE	MODERATE	SLIGHT
2.22	2.22	1.11
Plaza de Cesar Chavez	Park Avenue	Discovery Meadow
3.34	3.34	2.23

Diridon Station	Arena Green	Guadalupe Gardens	Saint James Park
MODERATE	HIGH	LOW	LOW
2.22	3.33	1.11	1.11
MODERATE	LARGE	SLIGHT	MODERATE
2.22	3.33	1.11	2.22
Diridon Station	Arena Green	Guadalupe Gardens	Saint James Park
4.45	6.67	2.23	3.34

Total Possible Pts	High	Moderate	Low	None
3.33	3.33	2.22	1.11	0
Total Possible Pts	Large	Moderate	Slight	None

3.33	3.33	2.22	1.11	0
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Site Analysis Spreadsheets

Location Criteria 5:
Site location optimizes neighboring San Jose foot traffic

- SCORING
- High to Low - More points are allocated for a higher number of annual visitors

%	points	
100%	5.00	SITE OPTIMIZES NEIGHBORING SJ FOOT TRAFFIC
100%	5.00	1/4 Mile 5 Min Walk
37%	1.83	SAP Center
		Sub-Total
19%	0.97	San Jose McEnery Convention Center
		Sub-Total
12%	0.61	TECH Museum of Innovation
		Sub-Total
10%	0.48	Children's Discovery Museum of San Jose
		Sub-Total
6%	0.32	San Jose Center for the Performing Arts
		Sub-Total
6%	0.31	Rotary PlayGarden
		Sub-Total
4%	0.19	City National Civic
		Sub-Total
2%	0.12	San Jose Museum of Art
		Sub-Total
2%	0.10	California Theater
		Sub-Total
1%	0.05	Montgomery Theater
		Sub-Total
0.2%	0.01	San Jose City Hall
		Sub-Total
		GRAND TOTAL SCORE
		SCORE - out of 5.00 pts

Plaza de Cesar Chavez	Park Avenue	Discovery Meadow
0	0	0
X	X	X
0.97	0.97	0.97
X	X	
0.61	0.61	0
	X	X
0	0.48	0.48
X	X	X
0.32	0.32	0.32
0	0	0
X	X	X
0.19	0.19	0.19
X	X	
0.12	0.12	0
X		
0.10	0	0
X	X	
0.05	0.05	0
0	0	0
Plaza de Cesar Chavez	Park Avenue	Discovery Meadow
2.37	2.75	1.96

Diridon Station	Arena Green	Guadalupe Gardens	Saint James Park	# Annual Visitors	% of Total	Pts per Location
X	X			1,500,000	0.37	1.83
1.83	1.83	0	0	798,225	0.19	0.97
0	0	0	0	500,000	0.12	0.61
0	0	0	0	392,260	0.10	0.48
0	0	0	0	261,444	0.06	0.32
0	0	0	0	250,000	0.06	0.31
0	0	0.31	0	154,635	0.04	0.19
0	0	0	0	101,864	0.02	0.12
0	0	0	0	83,134	0.02	0.10
0	0	0	0	42,562	0.01	0.05
0	0	0	0	10,000	0.002	0.01
		X				
0	0	0	0.01			
Diridon Station	Arena Green	Guadalupe Gardens	Saint James Park	Total # Visitors	Total %	Total Pts
1.83	1.83	0.31	0.01	4,094,124	100%	5.00

Site Analysis Spreadsheets

Site-Specific Criteria 1:
Potential for future expansion

- SCORING
- High to Low - More points are allocated for sites with large opportunities (large opportunities, moderate opportunities, slight opportunities, no opportunities)

%	points				
100%	3.89	POTENTIAL FOR FUTURE EXPANSION	Plaza de Cesar Chavez	Park Avenue	Discovery Meadow
100%	3.89	POTENTIAL FOR SITE TO EXPAND WITHIN BOUNDARY LIMITS			
		High potential, moderate potential, low potential, or no potential	LOW	LOW	MODERATE
		GRAND TOTAL SCORE	Plaza de Cesar Chavez	Park Avenue	Discovery Meadow
		SCORE - out of 3.89 pts	1.30	1.30	2.59

Diridon Station	Arena Green	Guadalupe Gardens	Saint James Park	Total Possible Pts	High	Moderate	Low	None
HIGH	MODERATE	HIGH	LOW	3.89	3.89	2.59	1.30	0
Diridon Station	Arena Green	Guadalupe Gardens	Saint James Park					
3.89	2.59	3.89	1.30					

Site Analysis Spreadsheets

Site-Specific Criteria 2:
Utility requirements current and future

- SCORING
- Yes / No - Maximum points are allocated for yes, no points for no
 - High to Low - More points are allocated for sites that are highly accessible to waste and service (highly accessible, moderately accessible, slightly accessible, not accessible)

%	points	
100%	6.39	UTILITY REQUIREMENTS
40%	2.56	CURRENT SERVICES
25%	0.64	Water
25%	0.64	Sewer
25%	0.64	Gas
20%	0.51	Electricity
5%	0.13	Waste & Service Access
		Highly Accessible, Moderately Accessible, Slightly Accessible, Not Accessible
		SCORE

- SCORING
- Yes / No - Maximum points are allocated for yes, no points for no
 - High to Low - More points are allocated for sites with a large ability to expand waste and service (large ability, moderate ability, slight ability, no ability)

60%	3.83	FUTURE SERVICE EXPANSION
25%	0.96	Water
25%	0.96	Sewer
25%	0.96	Gas
20%	0.77	Electricity
5%	0.19	Waste & Service Access
		Large Ability, Moderate Ability, Small Ability, No Ability
		SCORE

GRAND TOTAL SCORE
SCORE - out of 6.39 pts

Plaza de Cesar Chavez	Park Avenue	Discovery Meadow
Y	Y	Y
Y	Y	Y
Y	Y	Y
Y	Y	Y
HIGHLY	SLIGHTLY	NOT
2.56	2.47	2.43

Y	Y	N
Y	Y	N
Y	Y	N
Y	Y	N
Y	Y	N
LARGE	LARGE	SMALL
3.83	3.83	0.06

Plaza de Cesar Chavez	Park Avenue	Discovery Meadow
6.39	6.30	2.49

Diridon Station	Arena Green	Guadalupe Gardens	Saint James Park
Y	Y	Y	Y
Y	Y	Y	Y
Y	Y	Y	Y
Y	Y	Y	Y
HIGHLY	MODERATELY	SLIGHTLY	MODERATELY
2.56	2.51	2.47	2.51

Y	Y	N	Y
Y	Y	N	Y
Y	Y	N	Y
Y	Y	N	Y
Y	Y	N	Y
LARGE	MODERATE	SMALL	MODERATE
3.83	3.77	0.06	3.77

Diridon Station	Arena Green	Guadalupe Gardens	Saint James Park
6.39	6.28	2.53	6.28

Total Possible Pts	Yes	No		
0.64	0.64	0		
0.64	0.64	0		
0.64	0.64	0		
0.51	0.51	0		
Total Possible Pts	High	Moderate	Low	None
0.13	0.13	0.09	0.04	0

Total Possible Pts	Yes	No			
0.96	0.96	0			
0.96	0.96	0			
0.96	0.96	0			
0.77	0.77	0			
Total Possible Pts	High	Moderate	Low	None	
0.19	0.19	0.13	0.06	0	

Site Analysis Spreadsheets

Site-Specific Criteria 3:
Proximity to airport and OEI restrictions

- SCORING
- High to Low - More points are allocated for a higher number of feet

% points		
100%	5.28	PROXIMITY TO AIRPORT & OEI RESTRICTIONS
100%	5.28	AVG HEIGHT PERMITTED
		The average height measured in feet that is permitted on the site
		SCORE
		GRAND TOTAL SCORE
		SCORE - out of 5.28 pts

Plaza de Cesar Chavez	Park Avenue	Discovery Meadow
286.55	286.22	297.72
5.08	5.07	5.28
Plaza de Cesar Chavez	Park Avenue	Discovery Meadow
5.08	5.07	5.28

Site-Specific Criteria 4:
Site is evaluated based on aircraft noise contours

- SCORING
- Low to High - More points are allocated for a lower number of decibels

% points		
100%	4.72	SITE EVALUATED BASED ON AIRCRAFT NOISE CONTOURS
100%	4.72	NOISE CONTOURS
		The maximum aircraft noise measured in decibels on the site
		Difference in decibels from 85 (upper limit)
		SCORE
		GRAND TOTAL SCORE
		SCORE - out of 4.72 pts

Plaza de Cesar Chavez	Park Avenue	Discovery Meadow
65	70	70
20	15	15
2.70	2.02	2.02
Plaza de Cesar Chavez	Park Avenue	Discovery Meadow
2.70	2.02	2.02

Diridon Station	Arena Green	Guadalupe Gardens	Saint James Park
158.27	147.17	68.44	251.50
2.81	2.61	1.21	4.46
Diridon Station	Arena Green	Guadalupe Gardens	Saint James Park
2.81	2.61	1.21	4.46

Total Possible Pts	Largest Height	Pts per Ft
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5.28297.720.02

Diridon Station	Arena Green	Guadalupe Gardens	Saint James Park
65	70	71	59
20	15	14	26
2.70	2.02	1.89	3.51
Diridon Station	Arena Green	Guadalupe Gardens	Saint James Park
2.70	2.02	1.89	3.51

Total Possible Pts	Range of Decibels	Pts per Decibel
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85504.72350.13

Site Analysis Spreadsheets

Site-Specific Criteria 5:
No obvious negative environmental influences including flood, flora, fauna and historic influences

- SCORING
- Yes / No - Maximum points are allocated for yes, no points for no
 - Low to High - More points are allocated for a lower number of heritage trees

%	points		Plaza de Cesar Chavez	Park Avenue	Discovery Meadow
100%	7.22	ENVIRONMENTAL INFLUENCES			
25%	1.81	Flood	Y	N	Y
		Sub-total	1.81	0	1.81
25%	1.81	Flora/Heritage Trees	Y	Y	Y
		Sub-total	1.81	1.81	1.81
25%	1.81	Fauna	N	N	N
		Sub-total	0	0	0
25%	1.81	Historic	Y	Y	Y
		Sub-total	1.81	1.81	1.81
GRAND TOTAL SCORE			Plaza de Cesar Chavez	Park Avenue	Discovery Meadow
SCORE - out of 7.22 pts			5.42	3.61	5.42

Diridon Station	Arena Green	Guadalupe Gardens	Saint James Park	Total Possible Pts	Yes	No
N	Y	Y	Y	1.81	1.81	0
0	1.81	1.81	1.81	1.81	1.81	0
Y	Y	Y	N	1.81	1.81	0
1.81	1.81	1.81	0	1.81	1.81	0
N	N	N	N	1.81	1.81	0
0	0	0	0	1.81	1.81	0
N	Y	Y	N	1.81	1.81	0
0	1.81	1.81	0			
Diridon Station	Arena Green	Guadalupe Gardens	Saint James Park			
1.81	5.42	5.42	1.81			

Site Analysis Spreadsheets

Site-Specific Criteria 6:
Available parking within walking distance

- SCORING
- Low to High - More points are allocated for parking spaces that a shorter walk from the site
 - High to Low - More points are allocated for a higher number of parking spaces

%	points				
100%	4.17	PUBLICLY ACCESSIBLE PARKING	Plaza de Cesar Chavez	Park Avenue	Discovery Meadow
60%	2.50	Within a 5 minute walk	13,722	10,967	4,087
		TOTAL	2.50	2.00	0.74
40%	1.67	Within a 10 minute walk	6,666	10,419	10,722
		TOTAL	1.04	1.62	1.67
		GRAND TOTAL SCORE	Plaza de Cesar Chavez	Park Avenue	Discovery Meadow
		SCORE - out of 4.17 pts	3.54	3.62	2.41

Site-Specific Criteria 7:
Define and evaluate conceptual massing at each location

- SCORING
- High to Low - More points are allocated for a higher number of cubic feet

%	points				
100%	8.06	DEFINE AND EVALUATE CONCEPTUAL TOWER MASSING AT EACH LOCATION	Plaza de Cesar Chavez	Park Avenue	Discovery Meadow
100%	8.06	Cubic sf available for development	30,496,400	21,812,845	51,831,690
		GRAND TOTAL SCORE	Plaza de Cesar Chavez	Park Avenue	Discovery Meadow
		SCORE - out of 8.06 pts	4.02	2.88	6.84

Diridon Station	Arena Green	Guadalupe Gardens	Saint James Park	Total Possible Pts	Largest # Spaces	Pts per Space
4,132	4,824	0	4,396	2.50	13,722	0.0002
0.75	0.88	0.00	0.80			
7,489	10,459	248	8,203	1.67	10,722	0.0002
1.16	1.63	0.04	1.28			
Diridon Station	Arena Green	Guadalupe Gardens	Saint James Park			
1.92	2.50	0.04	2.08			

Diridon Station	Arena Green	Guadalupe Gardens	Saint James Park	Total Possible Pts	Largest # CF	Pts per CF
18,722,533	61,036,995	28,447,485	47,048,919	8.06	61,036,995	1.32E-07
Diridon Station	Arena Green	Guadalupe Gardens	Saint James Park			
2.47	8.06	3.75	6.21			

Site Analysis Spreadsheets

Site-Specific Criteria 8:
Adjacent and surrounding land use

- SCORING
- High to Low - More points are allocated for closer proximity of Commercial and Transit parcels (close proximity, moderate proximity, far proximity, no proximity)
 - Low to High - More points are allocated for further proximity of Residential parcels (close proximity, moderate proximity, far proximity, no proximity)

%	points	
100%	7.50	ADJACENT AND SURROUNDING LAND USE
60%	4.50	Proximity Within 1/4 Mile 5 Min Walk
		Close, Moderate, Far, or None
40%	1.80	Commercial
		Sub-Score
		Parcel Count
		Downtown (DT)
		Commercial Downtown (CD)
		Urban Village (UV)
		Urban Village Commercial (UVC)
		Mixed-Use Commercial (MUC)
		Neighborhood/Community Commercial (NCC)
		Combined Industrial/Commerical (CIC)
		Light Industrial (LI)
40%	1.80	Residential
		Sub-Score
		Parcel Count
		Urban Residential (UR)
		Residential Neighborhood (RN)
		Mixed-Use Neighborhood (MUN)
20%	0.90	Transit
		Sub-Score
		Parcel Count
		Transit Residential (TR)
		Transit Employment Center (TEC)
		SCORE

Plaza de Cesar Chavez	Park Avenue	Discovery Meadow
CLOSE	MODERATE	MODERATE
1.80	1.20	1.20
137	82	75
137	82	75
0	0	0
0	0	0
0	0	0
0	0	0
0	0	0
0	0	0
0	0	0
0	0	0
0	0	0
0	0	0
NONE	NONE	MODERATE
1.80	1.80	0.60
0	0	25
0	0	3
0	0	22
0	0	0
NONE	NONE	NONE
0	0	0
0	0	0
0	0	0
0	0	0
3.60	3.00	1.80

Diridon Station	Arena Green	Guadalupe Gardens	Saint James Park
CLOSE	CLOSE	FAR	CLOSE
1.80	1.80	0.60	1.80
109	108	19	250
35	51	0	240
65	50	0	0
9	6	0	0
0	0	0	0
0	0	0	0
0	0	0	10
0	1	7	0
0	0	12	0
CLOSE	MODERATE	FAR	CLOSE
0	0.60	1.20	0
42	23	11	52
0	0	0	0
40	22	11	51
2	1	0	1
MODERATE	CLOSE	MODERATE	FAR
0.60	0.90	0.60	0.30
22	52	18	5
17	0	0	5
5	52	18	0
2.40	3.30	2.40	2.10

Total Possible Pts	Close	Moderate	Far	None
1.80	1.80	1.20	0.60	0
1.80	0	0.60	1.20	1.8
0.90	0.90	0.60	0.30	0

Site-Specific Criteria 8 continued on the following page

Site Analysis Spreadsheets

Site-Specific Criteria 8:
Adjacent and surrounding land use

- SCORING
- High to Low - More points are allocated for closer proximity of Commercial and Transit parcels (close proximity, moderate proximity, far proximity, no proximity)
 - Low to High - More points are allocated for further proximity of Residential parcels (close proximity, moderate proximity, far proximity, no proximity)

40%	3.00	Proximity Within 1/2 Mile 10 Min Walk	Plaza de Cesar Chavez	Park Avenue	Discovery Meadow
		Close, Moderate, Far, or None			
40%	1.20	Commercial	Moderate	Close	Moderate
		Sub-Score	0.80	1.20	0.80
		Parcel Count	392	512	363
		Downtown (DT)	389	451	306
		Commercial Downtown (CD)	0	59	44
		Urban Village (UV)	0	0	0
		Urban Village Commercial (UVC)	0	0	0
		Mixed-Use Commercial (MUC)	1	0	4
		Neighborhood/Community Commercial (NCC)	2	2	9
		Combined Industrial/Commerical (CIC)	0	0	0
		Light Industrial (LI)	0	0	0
40%	1.20	Residential	Far	Moderate	Close
		Sub-Score	0.80	0.40	0
		Parcel Count	168	291	409
		Urban Residential (UR)	39	8	8
		Residential Neighborhood (RN)	128	282	382
		Mixed-Use Neighborhood (MUN)	1	1	19
20%	0.60	Transit	Far	Far	None
		Sub-Score	0.20	0.20	0
		Parcel Count	3	3	0
		Transit Residential (TR)	3	0	0
		Transit Employment Center (TEC)	0	3	0
Score			1.80	1.80	0.80
Grand Total Score			Plaza de Cesar Chavez	Park Avenue	Discovery Meadow
Score - out of 7.50 pts			5.40	4.80	2.60

Diridon Station	Arena Green	Guadalupe Gardens	Saint James Park

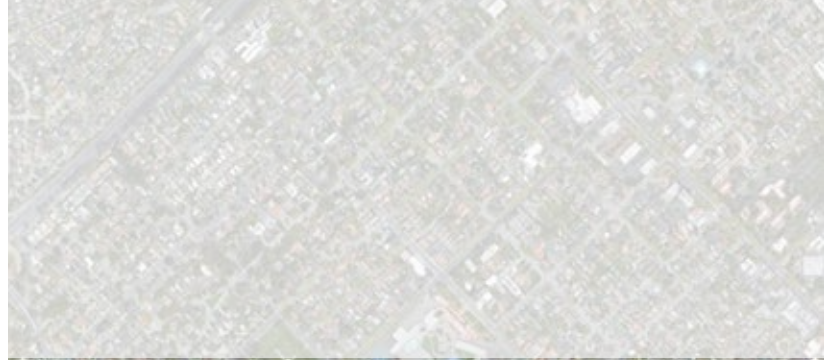
Site Analysis Spreadsheets

Site-Specific Criteria 9:
Project timeline

- SCORING
- Low to High - More points are allocated for a shorter amount of time

%	points		Plaza de Cesar Chavez	Park Avenue	Discovery Meadow
100%	5.83	PROJECT TIMELINE			
100%	5.83	Years for a site to support a project	3	7	3
		GRAND TOTAL SCORE	Plaza de Cesar Chavez	Park Avenue	Discovery Meadow
		SCORE - out of 5.83 pts	5.83	1.95	5.83

Diridon Station	Arena Green	Guadalupe Gardens	Saint James Park	Total Possible Pts	3 Yrs	5 Yrs	7 Yrs	10 Yrs
10	3	3	5	5.83	5.83	3.89	1.95	0
Diridon Station	Arena Green	Guadalupe Gardens	Saint James Park					
0	5.83	5.83	3.89					



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