

NSJNPTF
January 10, 2008
Orchard School District Office
MINUTES

1. Welcome, introductions and announcements

- Welcome was made and the agenda was discussed, staff explained the decision making process and instructed members to hold 2/17/07 as a potential meeting date.
- Introductions were made; Vice Mayor Cortese was in attendance.

2. Public Comment

- Public comment opened, none made.

3. VTA Transit and Transportation:

- VTA Transit and Transportation Presentation by Chris Augenstein, Deputy Director of Planning

Questions:

The meaning of HOV? (High Occupancy Vehicle)

Any proposed improvements on Zanker to make it easier to cross for pedestrians? (City staff indicated yes)

Will traffic be shifted from Zanker to First Street? (City staff responded yes.)

Why doesn't VTA go to Alviso? (VTA staff indicated that there was limited growth planned for Alviso.)

Question about why there aren't fare inspectors. (VTA responded that there are fare inspectors.)

Will buildings be removed as a result of Zanker Road widening? (City staff responded that no buildings were expected to be removed as a result of project.)

Comment was made that trains were needed to connect the East Valley to Mountain View.

Question about the potential of joint development opportunities? (VTA indicated that they were in the process of studying the potential for joint development on VTA-owned property in the vicinity of existing transit stations.)

Question about whether there were any VTA programs to encourage transit use in North San José. (VTA responded that creating increasing the density of development along the light rail line would encourage transit use. City staff responded that the money collected from North San José development would fund transit improvements to improve the convenience of using transit.

Follow up question as to whether there were additional things, beyond increasing density that could be done to increase transit use. (VTA responded that there needs to be a mixture of uses to create both origins and destinations to encourage transit use. It was also important that new projects be “walkable” to promote pedestrian activity and access to transit. Are there any studies that demonstrate that car usage can be reduced as a result of transit? (VTA agreed to provide copies of the reports to Kip Harkness for distribution to the Task Force.)

4. Public Art Presentation

Questions:

-What about art projects that generate controversy? (Presenter indicated that the City’s policies encourage extensive collaboration in advance to avoid controversy?)

-Are discussions held with business leaders who are recruiting business and employees to San José? (Presenter said yes.)

-Does the City have a Master Plan for Art? (Presenter stated that a Master Plan was adopted in March 2007, which involved a yearlong process with a taskforce with outreach to residents, business, and art organizations, City Council. Master Plan does not address art on a specific project level.

-Is there a requirement to include public art as part of projects as there is in Downtown? (Presenter responded that there wasn’t but some developers have expressed interest in integrating art into their projects.)

-Is there enough Public Art in San José to make San José competitive with other areas that are trying to attract talent to their communities? (Presenter responded that public art is only a small contributor to making a great place. More important is the quality of public places. He indicated that there are a lot of creative people in the area that could be tapped into to create art.

-Are common-themed art projects such as the painted sharks project effective at establishing an identity for an area? The presenter responded that it does if you have a good group of artists.

-Is public art being considered as part of pending projects in North San José? (RDA staff responded that it was not.)

-A suggestion was made by a taskforce member for a guiding principle that would encourage public art in North San José that provides creative inspiration.

-A suggestion was made that there needs to be more public/private partnerships to create art projects that capitalize on the uniqueness of the area and reflect the technology that is being developed.

Kip Harkness concluded presentation by stating that we need to take advantage of the areas “geek factor” to create art as well as take advantage of the natural landscape to create public art.

5. Recommendations and Guiding Principles

- Staff explained how this exercise will and how the outcomes will be developed.
- A question was asked by a TF member as to how should the TF reconcile differences of opinion or recommendations between TF members and/or staff recommendations as presented?

Staff answered that making statements as recommendations as to the positions or differences for the final report can be an effective means to note it.

- A TF member posed a question as to their understanding that the TF was going to identify sites for schools, parks, etc.?

Staff answered that the TF will provide recommendations for sites, plural, but will not make direction as to a specific site for final determination.

- A question was asked by the TF as to the final document or outcome and will it include a masterplan in a sense that contains all of the work and items that the TF discussed?
- A question by a TF member was asked to if this work will be incorporated into the general plan update?

Staff answered that no, it is an implementation strategy for an adopted policy.

- A TF member asked as to what extent can the TF make recommendations as to private property development?

Staff answered that using parks as an example, any direction without funding may not happen.

- A TF member is concerned that some of the recommendations may not be implemented and asked if the city will use the zoning process to achieve some of the principles the TF has identified?

Staff answered that the PBCE Department will use the work of the TF for reference and direction when considering development proposals.

- A TF member asked for a status report at some point as to the progress of their work and the implementation of the strategy that the TF recommended.

6. Open Forum

- A TF member asked for individual projects to be presented to the TF?

Staff pointed out that the TF direction was not to consider individual projects or applications.

- A TF member suggested that the web site could be used for updates and/or status reports.
- A member of the audience asked as to if anyone has spoken to the Moitiozo property owners before making any recommendations as to what to do with it?

7. The meeting was adjourned.