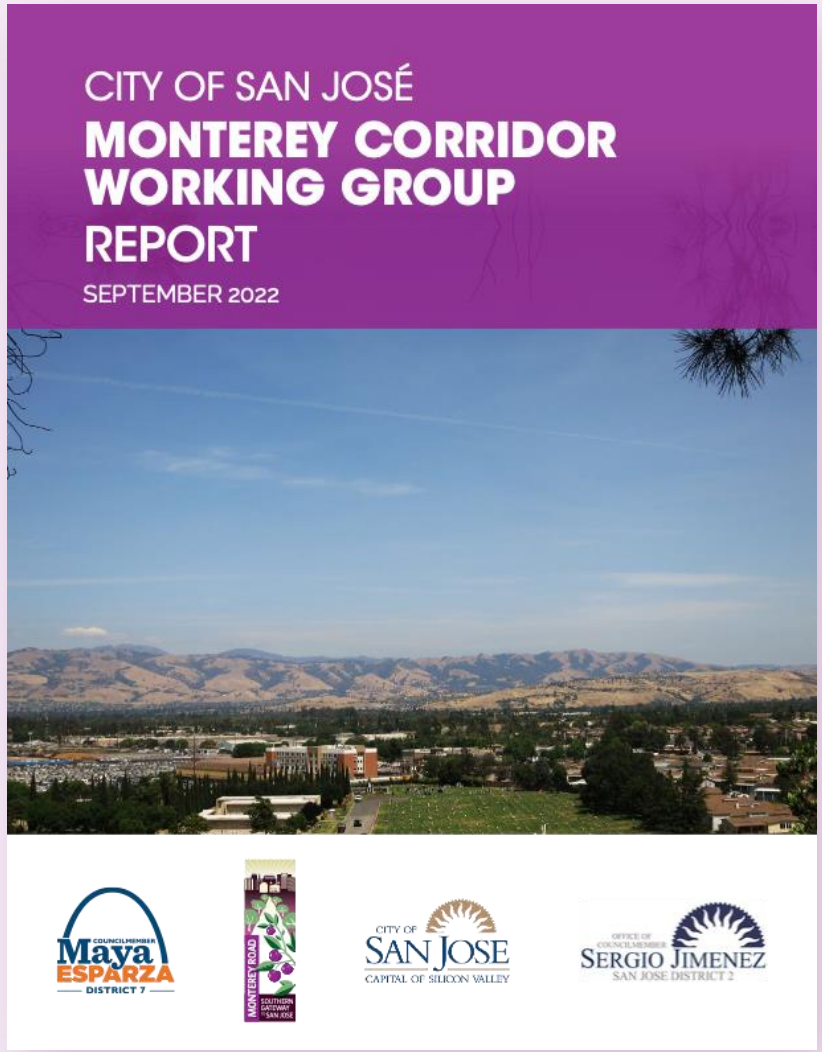

ITEM 3.4 MONTEREY CORRIDOR

SOUTHERN GATEWAY TO SAN JOSE

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KRISTEN BROWN, SILICON VALLEY LEADERSHIP GROUP

Background and Process

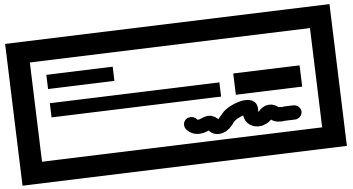
- Established by Mayor/Council in January 2019; led by Councilmembers Esparza and Jimenez
- Residents, businesses, union rep, homeless service provider, Santa Clara County Fairgrounds
- Address benefits, challenges and effects of High-Speed Rail, increased Caltrain service, homelessness, and land use and development opportunities
- Study Area: from Alma Avenue to Blossom Hill Road

Meeting Date	Topic
May 24, 2019	Kick-off, Corridor Context, Group Purpose, and Focus
June 27, 2019	Business & Economic Development, and Planning & Land Use
August 22, 2019	Transportation Planning
November 7, 2019	Beautification and Sense of Place
January 23, 2020	Corridor Development Opportunities, Vision, and Strategic Directions
March 5, 2020	Corridor Development Opportunities, Funding Priorities and Partnerships
March 2, 2022	Where We Were, What's Changed, and Next Steps
April 6, 2022	Review Recommendation Ideas/Concepts
May 4, 2022	Review Draft Recommendations
June 1, 2022	Finalize Recommendations

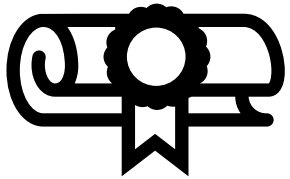
Monterey Corridor Profile: Residents

103,000
residents

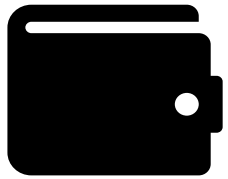
30,000
homes



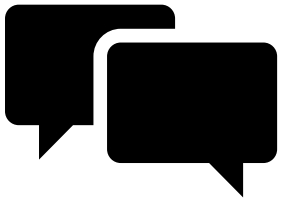
$71,485
Median household income



27%
of residents with college degree



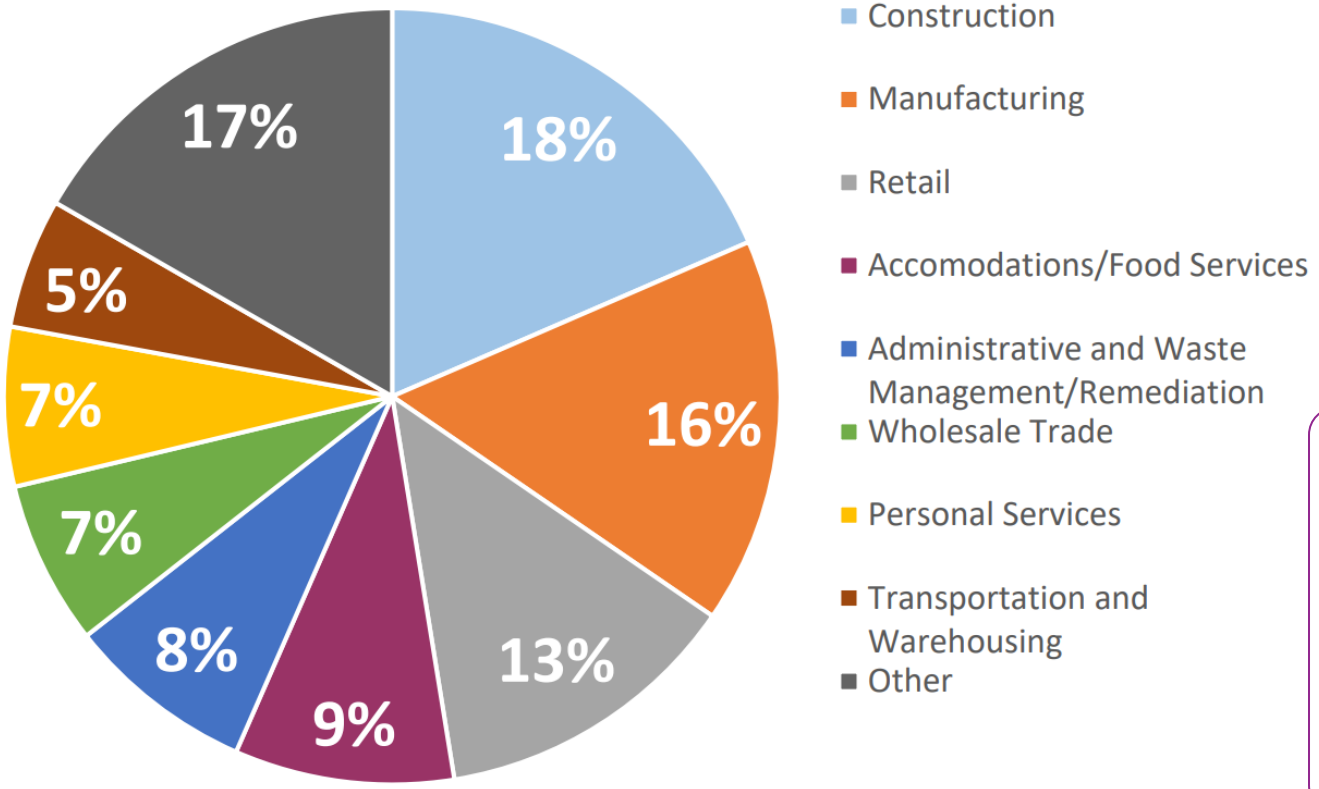
14%
of residents living below poverty rate



66%
Language other than English at home

Monterey Corridor Profile: Business

Workers in the Study Area by Industry



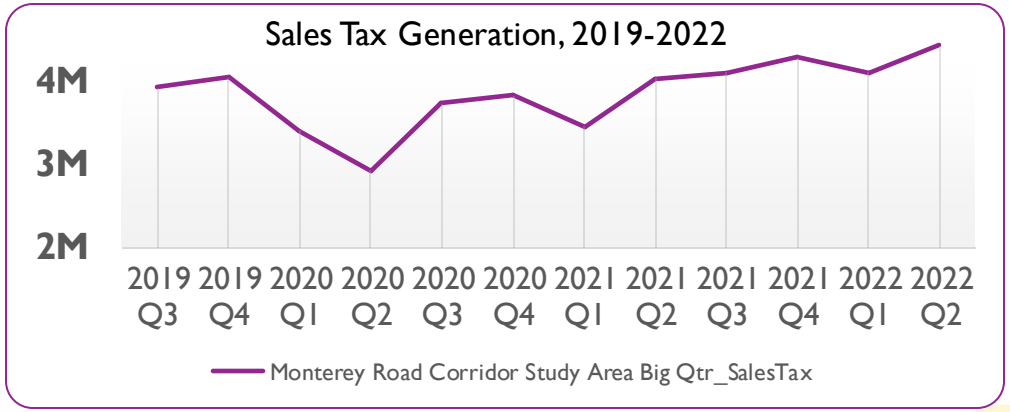
21,000
workers

2,946
businesses

88%
Microbusinesses

7%
Industrial vacancy

$2.2B
sales



Vision and Strategic Directions

The Monterey Corridor will be a welcoming and connected community that celebrates the diversity of its people as well as its economic and cultural assets that are supportive of its residents and businesses. Its history is important and bolsters its significance as the Southern Gateway into the City of San José.

- 1. Promote Economic Vitality
- 2. Catalyze Development Opportunities
- 3. Promote Livability and Sense of Place

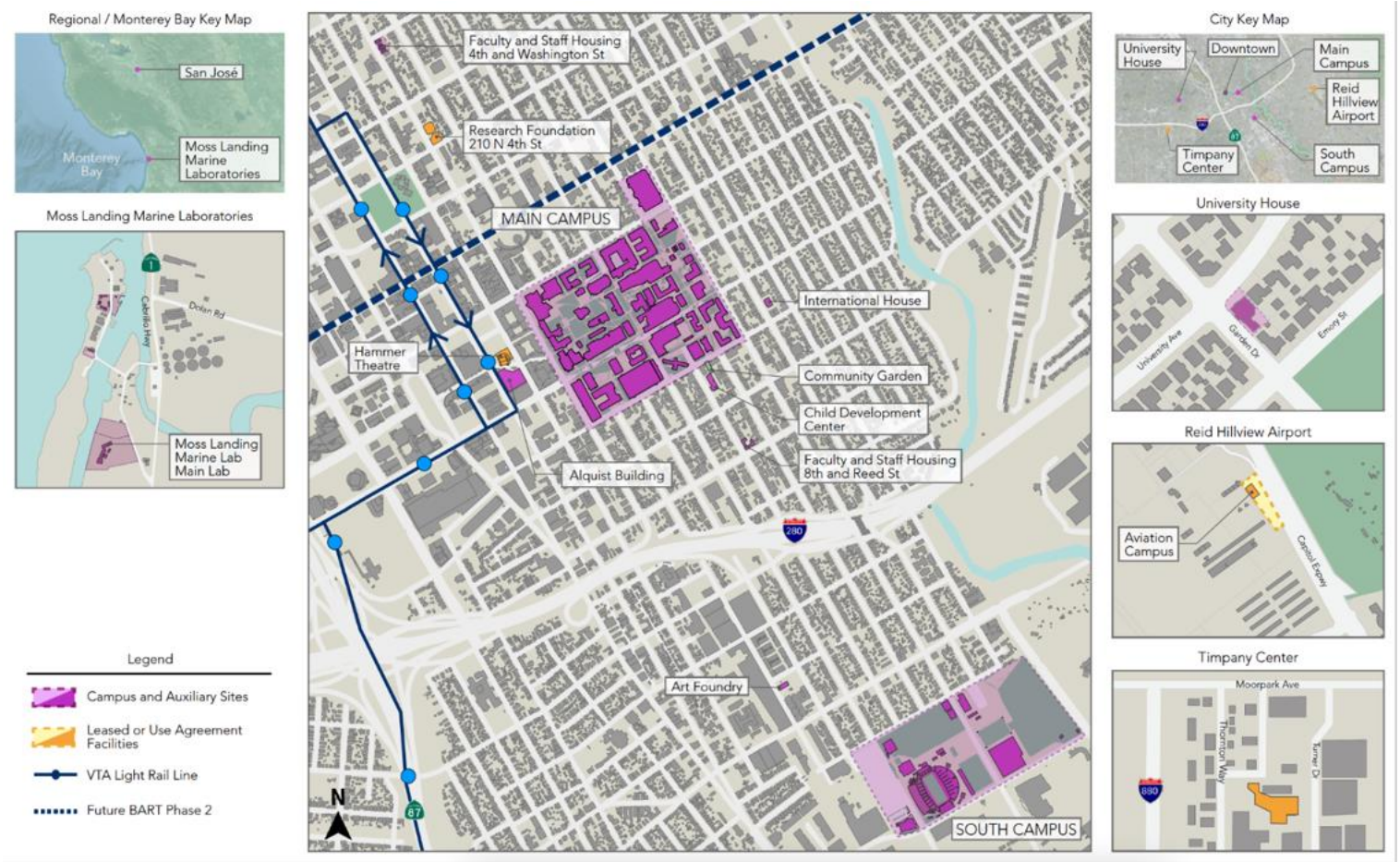
Accomplishments to Date

Accomplishment Highlights	
Planning and Land use	Initiated Capitol Caltrain Station Area Plan
	Received Priority Production Area designation from Metropolitan Transportation Commission
Beautification/Economic Vitality	Negotiated agreement to introduce beautification efforts on Union Pacific Railroad property along the corridor
	Contracted with new Business District Manager
	Implemented gateway branding banner campaign
Transportation	High-Speed Rail certified the Environmental Impact Report
	DOT received funding to design and conduct environmental analysis for rail project grade separations

Business Community

Business & Manufacturing Hub

Sports-Recreation-Entertainment
San José State University



Sports-Recreation-Entertainment
San José State University

Sports and Recreation: Sharks Ice and Fairgrounds

Recommendation Highlights: Promote Economic Vitality

Strategic Direction	Recommendation	Estimated Start Date	Estimated End Date	Lead
Promote Economic Vitality	Increase business engagement through additional retention visits and follow-up	Fall 2022	Contract ends April 2023/budget required to extend	OEDCA Consultant
	Strategically promote grant programs and resources such as the Storefront Grant Program	Summer 2022	Ongoing	OEDCA Business Development Staff
	Build the capacity of businesses to create a business association	Spring 2022	Spring 2023	OEDCA Consultant
	Support growing business clusters such as sports and recreation*	Ongoing	Ongoing	OEDCA Business Development Staff
	Foster retail opportunities*	Ongoing	Ongoing	OEDCA Business Development Staff
	Partner with VTA on its Community-Based Transportation Plan	Spring 2022	Spring 2023	VTA/DOT
	Design quick-build transit and safety improvements along Monterey Road	Ongoing	Spring 2023	DOT
	Actively preserve and promote light and industrial land uses	Ongoing	Ongoing	OEDCA Business Development Staff

Recommendation Highlights: Catalyze Development Opportunities

Strategic Direction	Recommendation	Estimated Start	Estimated End	Lead
Catalyze Development Opportunities	Promote and attract potential investors to vacant/underutilized development sites*	Ongoing	Ongoing	OEDCA Business Development Staff
	Continue to promote the Monterey Corridor's unique Opportunity Zone	Fall 2022	Ongoing through 2026	OEDCA Business Development Staff
	Complete the Capitol Caltrain Station Area Plan and submit it to City Council for action	March 2022	June 2023	PBCE Citywide Planning

Recommendation Highlights: Promote Livability & Sense of Place

Strategic Direction	Recommendation	Estimated Start	Estimated End	Lead
Promote Livability and Sense of Place	Engage the neighborhood and business community to support blight reduction efforts	Winter 2023	Summer 2023	PRNS/BeautifySJ
	Proactively seek funding for tree planting and street improvements for the public right-of-way	Unfunded	Unfunded	DOT
	Complete the planning, design, and environmental clearance for grade separations of Skyway, Branham, and Chynoweth Avenues	Fall 2022	Winter 2024	DOT
	Participate and advocate for the prioritization of public art when the High-Speed Rail Corridor Planning committee resumes	Unknown/ Dependent on HSR	Unknown/ Dependent on HSR	OEDCA/Cultural Affairs Staff
	Use existing communications channels to educate the community about positive changes along the corridor*	Partially funded/ Ongoing	Partially funded/ Ongoing	PRNS/BeautifySJ, Monterey Corridor Website, all departments as appropriate
	Explore opportunities to enhance the corridor's sense of place (i.e., murals, wayfinding, etc.)	Partially funded/ Ongoing	Partially funded/ Ongoing	Council Offices/ OEDCA Cultural Affairs

Acknowledgements

Working Group Members:

Maya Esparza, Councilmember, District 7

Sergio Jimenez, Councilmember, District 2

District 7 Resident: Mulissa Willette

District 2 Resident: Russell Failing

Coastal Lumber Representative: Jim Zubillaga

Granite Rock Representative: Erik Schoennauer

HomeFirst Representative: Rene Ramirez

Mechanical, Electrical, Plumbing & Fire Sprinkler Union Representative: Jean Cohen/Will Smith

Monterey Corridor Business Association: Jill Rodby

Santa Clara County Fairgrounds: Abe Andrade

Silicon Valley Leadership Group Representative: Jason Baker/Kristen Brown

The Plant Management Representative: Lisa Weiss

VTA: Aaron Quigley

City Staff:

City Manager's Office

Office of Economic Development and Cultural Affairs

Housing Department

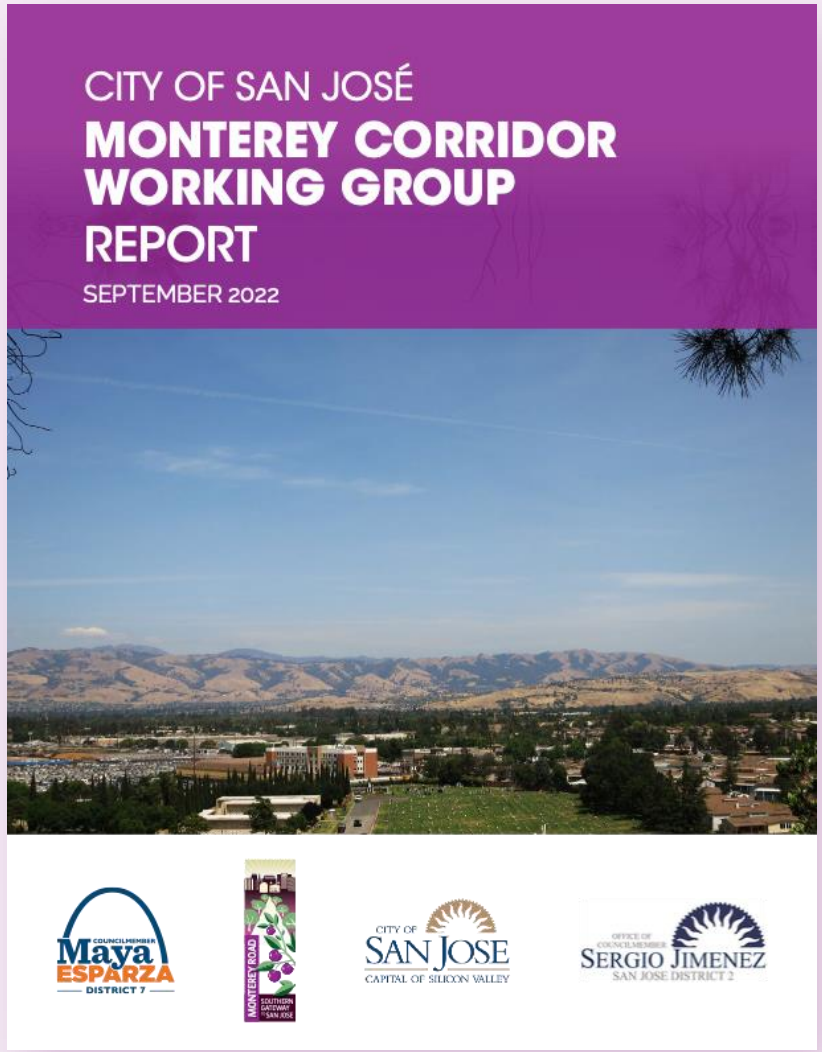
Department of Parks, Recreation and Neighborhood Services

Department of Planning, Building and Code Enforcement

Department of Transportation

Staff Recommendation

- Accept the Monterey Corridor Working Group Report
- Direct staff to return to City Council with an update on progress in six months



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