Downtown San José is undergoing unprecedented change. Guadalupe River Park is the new center of the city's urban transformation.
Guadalupe River Park's centrality is underscored by its proximity to the majority of Downtown real estate, existing and proposed.

Estimated timeline and locations of development over the next decade:

62% of the approximately 29 million SF of planned unbuilt development in the next decade is located within 5-min walk from the Park.
The Park's existing constituents also come from diverse neighborhoods that reflect San José's demographic and socioeconomic heterogeneity.

People of color make up San José's majority.
Citywide statistics:

Demographic and socioeconomic composition of neighborhoods surrounding the Park:

- **Autumn/Montgomery, Sunol**
  - Median Income: $118,512
  - Race & Ethnicity: 37% White, 30% Hispanic, 20% Asian

- **Downtown, Auzerais/Josefa, Park/Lorrain, Lakehouse**
  - Median Income: $99,333
  - Race & Ethnicity: 38% White, 36% Hispanic, 19% Asian

- **Market/Almaden, Washington/Guadalupe**
  - Median Income: $51,618
  - Race & Ethnicity: 81% Hispanic, 13% White

- **Gardner**
  - Median Income: $125,250
  - Race & Ethnicity: 45% Hispanic, 40% White
The futures of Guadalupe River Park and of Downtown San José are intertwined. Improvements in the Park and the broader Downtown should support public benefits and equitable reinvestments.

A revitalized Park in the growing urban center can potentially shape more vibrant, equitable, and resilient places of choice for all people.
To revitalize Guadalupe River Park and create a signature public space of which all communities can be proud, parks operator and their partners should continue to build capacity, secure necessary resources, and pursue effective collaborations.

To revitalize the Park, governance and stewardship should focus on four core principles.

1. Coordination
2. Integration
3. Equity
4. Funding
Create a clear roadmap for relevant parties to take on different responsibilities of park services based on expertise, available resources, funding, and capabilities. Grow the capacity of park management over time. Design a realistic framework consisting of near-term and long-term arrangements for effective coordination and collaboration.
Leverage the growth of Downtown for the betterment of the Park, integrate the Park to the broader Downtown ecosystem, and cultivate enduring partnerships with major stakeholders to expand the resource pool.
In the broader downtown, economic benefits and equity goals can be integrated.

A revitalized Guadalupe River Park creates additional real estate value. If captured, the additional value presents the opportunity to achieve greater equity objectives by creating new sources of funding for better access to open space, housing, and economic opportunities.
Plan, build, and operate an equitable downtown district anchored by Guadalupe River Park. With contribution by all partners and study of potential value capture mechanisms, continue to build equity into the heart of the Park and the city’s future.

**Equity**

**Affordability**
Proactive measures to prevent displacement and gentrification increase community buy-in and support for park revitalization.

**Co-Existence**
Park stakeholders should directly engage underhoused populations to set the tone for coexistence and create inclusive opportunities for park revitalization programs.

**Access**
How communities access the park and where the park meets the city should be designed and programmed through robust community engagement.

**Art, Design, Space**
Thoughtful design features within the park can create spaces for diverse communities to gather, build social cohesion, allow for peaceful assembly, and support local art and cultural initiatives.

**Volunteerism**
Volunteerism and equitable donation systems give communities a sense of ownership and help park managers meet operation goals.

**Small Businesses**
Equitable park planning and development should incorporate small businesses and help community entrepreneurs to thrive.

**Youth Development**
Youth employment and education in parks, particularly those focused on green initiatives, can help enhance community cohesion and inclusion.

**Programming**
Regular programming and special events can increase visitorship, bring different communities together, and intentionally foster diversity, equity, and inclusion in parks.
Underutilized parcels proximate to the Park, especially those owned by government agencies, offer opportunities for district-wide equitable planning and community infrastructure development.

Potential opportunities, to be further studied, include affordable housing, Community Land Trust, small business incubator and leases, and arts and cultural amenities.
For greater equity and access, secure sufficient funding by increasing diverse revenue streams over time for Guadalupe River Park’s maintenance, operations, programming, and advocacy. Study short-term and long-term strategies.

### Estimated existing funding for services in the Study Area (per year)

- **$0.9M**
  - City of San José: $0.1M to GRPC + $0.2M in-kind*
  - Valley Water District: $38K to GRPC + $0.4M in-kind
  - Santa Clara County: $86K to GRPC
  - Open Space Authority: $38K to GRPC

- **$0.5M**
  - GRPC**

- **$0.2M**
  - GRPC**

### Potential sources of new funding in the future

- **Government**
  - Parks Parcel Tax
  - Accommodations Tax
  - Fed, State, OSA

- **Private Contribution**
  - Fundraising
  - Corporate Contribution
  - Philanthropy
  - Private Donation

- **Earned Income**
  - Programming and Events
  - Merchandise
  - Space and Facility Rentals
  - Concessions
  - Other Permits

- **Real Estate Value Capture**
  - PBID, CFD, or CBID Assessment
  - New Access to Park Impact Fee
  - Tax Increment Financing (long-term)

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*City’s in-kind contribution includes park maintenance. It does not include other activities such as encampment abatement, trail management, and capital projects.
**Conservancy income is based on 2019 Annual Report.
Guadalupe River Park has the potential to be a driver for equity and economic growth in San Jose's growing Downtown. To create a more prosperous river park, it is imperative for the Park's stewards and Downtown stakeholders to collaborate and invest in its revitalization.
REWILDING THE GUADALUPE RIVER

Multi-Beneficial Integrated Watershed Management at the Guadalupe River Park and Beyond

August 2021
Figure 1: The Guadalupe River Watershed
San Jose and the Guadalupe River

The river ecosystem offers the potential for a productive natural ecosystem that can enhance sense of place and benefit the people of San José in measurable ways.
Flooding

Significant efforts over the past several decades have successfully ensured the Guadalupe River rarely floods in downtown San Jose.
During the summer months, there has been an increase of 1-3°F in average monthly temperature for San José, relative to measurements taken 50 years ago.
UHI - Challenge
UHI - Opportunity
Envisioning a Bluegreen San Jose

A series of interwoven strategies can emanate from the river into downtown, facilitating the regeneration of ecology and improving quality of life for the community.
Improving Stormwater and Flood Management

Sub-Grade Soil - Stormwater Conveyance

Sub-Grade Soil - Stormwater Capture and Detention
Implementing base flow augmentation in the Guadalupe River can help maintain stream conditions beneficial to threatened species such as steelhead, red legged frogs and other sensitive aquatic wildlife.
Underutilized Spaces

- **Underdeveloped Lots**: 140 lots, 2,582,378.9 sqft, 59.28 acres
- **Parking lots**: 244 lots, 7,539,028.0 sqft, 173.07 acres
- **Interstitial Green Spaces**: 32 lots, 1158,334.5 sqft, 26.59 acres
- **Underpasses**: 6 lots, 1,042,410.7 sqft, 23.9 acres
- **Recreational Green Spaces**: 36 lots, 2,376,259.8 sqft, 54.55 acres
- **Alleys**: 11 lots, 156,278.2 sqft, 3.58 acres
- **Roadway Medians**: 29 lots, 678,360.0 sqft, 15.57 acres
These strategies integrate key elements that target benefits associated with ecology, hydrology, and society which as a whole will not only propel San José forward as a blue-green leader and example of environmental stewardship, but also will catalyze and reorient the city culturally towards a thriving Guadalupe River.

Some of the more tangible and visible strategies evaluated are identified here and on the following pages.
## STRATEGIES

### STRATEGY MATRIX

The provided matrix qualitatively lays out the capital, operations, and maintenance costs for a variety of strategies. In addition, it provides an evaluation of difficulty in implementing factors such as permitting, engineering, ease of construction, funding, and environmental mitigation.

<table>
<thead>
<tr>
<th>STRATEGIES</th>
<th>COST UNIT</th>
<th>CAPITAL COST</th>
<th>OPERATIONS &amp; MAINTENANCE COST</th>
<th>COMPLEXITY</th>
<th>FUNDING MECHANISM</th>
<th>ENVIRONMENTAL MITIGATION</th>
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<tbody>
<tr>
<td><strong>FLOOD MITIGATION</strong></td>
<td></td>
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<td>Priority 1</td>
<td>Adaptive Channel Management</td>
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<td>MEDIUM</td>
<td>Public</td>
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<td>Priority 2</td>
<td>Earthen Berm / Levee</td>
<td>River Mile Treated</td>
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<td>LOW</td>
<td>MEDIUM-HIGH</td>
<td>Public - Built in Public ROW</td>
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<tr>
<td></td>
<td>Floodway Enhancement / Widening</td>
<td>River Mile Treated</td>
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<td>LOW</td>
<td>HIGH</td>
<td>Public - Built in Public ROW</td>
</tr>
<tr>
<td>Priority 3</td>
<td>Buildings on Podium</td>
<td>River Mile Treated</td>
<td>MEDIUM-HIGH</td>
<td>LOW</td>
<td>MEDIUM-HIGH</td>
<td>Public-Private / Private</td>
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<td></td>
<td>Floodwalls (Static)</td>
<td>River Mile Treated</td>
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<td>HIGH</td>
<td>Public - Built in Public ROW</td>
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<td></td>
<td>Floodwalls (Deployable)</td>
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<td>MEDIUM-HIGH</td>
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<td></td>
<td>Elevated Roadway / Berm</td>
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<td>LOW</td>
<td>MEDIUM-HIGH</td>
<td>Public - Built in Public ROW</td>
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<td>G.I. Conveyance: Bioswale / Tree Well</td>
<td>Acres Treated</td>
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<td>LOW</td>
<td>LOW-MEDIUM</td>
<td>All Three Sectors</td>
</tr>
<tr>
<td></td>
<td>G.I. Capture &amp; Detention: Bioswale / Tree Well</td>
<td>Acres Treated</td>
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<td>LOW</td>
<td>LOW-MEDIUM</td>
<td>All Three Sectors</td>
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<td></td>
<td>Green Streets / Green Parking Lots</td>
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<td>All Three Sectors</td>
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<tr>
<td></td>
<td>Base Flow Augmentation: Collected Stormwater</td>
<td>Cubic CPS Increase</td>
<td>MEDIUM</td>
<td>MEDIUM</td>
<td>LOW</td>
<td>All Three Sectors</td>
</tr>
<tr>
<td>Priority 2</td>
<td>Expanding Riparian Corridor</td>
<td>Acres Treated</td>
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<td>All Three Sectors</td>
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<tr>
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<td>Base Flow Augmentation: Recycled Water</td>
<td>Cubic CPS Increase</td>
<td>HIGH</td>
<td>MEDIUM</td>
<td>HIGH</td>
<td>All Three Sectors</td>
</tr>
</tbody>
</table>
**STRATEGIES**

**ENHANCING THE RIVER ECOLOGY**
By focusing on the riparian ecosystem along the Guadalupe River, it is possible to modulate stream flow volumes, create an opportunity to revitalize native flora and fauna along the river, and enhance the city's resilience against climate change.

**SHAPING A SPATIAL DYNAMIC BETWEEN COMMUNITY AND ECOLOGY**
In an effort to improve community resources by creating recreational environments that are inviting to all demographics, while enhancing infrastructure performance and the quality of the ecological environment, it is important to identify human/wildlife conflict areas; this may suggest areas designated for nature, and have only limited public access.

**EXPANDING ON THE RIPARIAN CORRIDOR SYSTEM**
Expanding riparian vegetation outside the channel setback can provide connectivity visually and with regard to pedestrian and stormwater systems while meeting tree planting goals.

**IMPROVING STORMWATER AND FLOOD MANAGEMENT**
Introducing an urban riparian GSI system that reflects the Guadalupe River riparian corridor in select streets of downtown San José, creates opportunities to robustly address water quality and seasonal flow issues using bioretention and LID practices.

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*Figure 12: Envisioning a vegetated gradient emanating from the Guadalupe River. This visualization identifies the various proposed strategies that can be implemented along the Guadalupe River and into downtown San José.*
Shaping A Spatial Dynamic Between Community and Ecology

Vertical Separation
Identifying locations for overlooks and gathering spaces along the Guadalupe River, while simultaneously keeping a protective distance from the river ecosystem to allow for habitats to thrive. Overlook design will be conducive to nature but not provide shelter for unwanted occupants.

Riparian Buffer Zones
Identifying locations for riparian buffers along the Guadalupe River trail system, to provide access to nature, but simultaneously provide a naturalized barrier from the river ecosystem.
“Rewilding” to enhance riparian habitat quality and promote the health of native species in the Guadalupe River system should prioritize protecting and improving existing high quality areas and connectivity along the channel.
Thank You