

# Guadalupe River Park

A SHARED FUTURE IN  
DOWNTOWN SAN JOSÉ

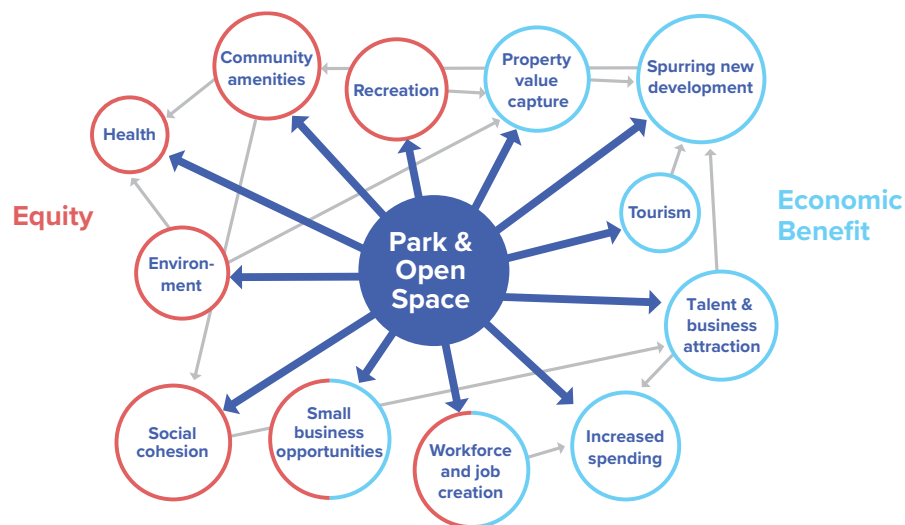
As downtown San José continues to expand to the west, Guadalupe River Park will become the center of downtown, and its health will become even more fundamental to the city's success. Renewed support and enhanced stewardship will be needed to increase the park's value, so that this vital public space can become safer, cleaner and better used by all members of the community.

→ [Read the complete report at spur.org/sharedfuture](https://spur.org/sharedfuture)

## A SHARED FUTURE

The futures of Guadalupe River Park and downtown San José are intertwined.

A revitalized park in the growing urban center can shape a more vibrant, equitable and resilient city, helping San José to compete for talent and investment.



## A VIRTUOUS CYCLE OF REINVESTMENT

Increased funding for maintenance operations is essential for Guadalupe's success.

A revitalized park will increase the value of nearby real estate, which can benefit the park and the community through value capture. Using this financing tool, local governments tap into increases in land value by charging fees or taxes on properties that gain value due to public investment.

**\$1.4 BILLION**

Park improvements could increase the assessed value of nearby properties to \$15.4 billion over time — that's **\$1.4 billion more than without improvement.**



This can help San José meet its equity goals by creating new revenue for amenities and improved park maintenance.

**Our report recommends 19 actions in four categories. Here's a summary of the top-line actions:**

## 1 COORDINATION

**Ensure that all parties involved in the revitalization and well-being of both the park and the greater downtown stay coordinated and aligned in a shared and holistic mission.**

- Create a roadmap to define a shared mission, analyze the park's management needs and service areas, evaluate the strength and capacity of each partner, assess possible near-term and long-term plans for roles and responsibilities, and ensure a viable framework for coordination.

## 3 EQUITY

**Continue to expand equitable access to public spaces and programming in the park, and plan future growth more equitably in nearby neighborhoods. Add educational, health and other community facilities near the park where all people can connect, coexist and share the fruits of San José's progress.**

- Design public spaces to be shared by people with different identities and experiences. Differentiate between behaviors and people to allow for more productive park management. Invest in programs to employ underhoused people in the park to help them build social capital and trust with the community.
- Create an Equitable Development Plan to help small businesses near Guadalupe River Park thrive if gentrification or displacement is predicted as a result of park development.

## 2 INTEGRATION

**Integrate the park into the downtown San José economic, social and cultural ecosystems that help to shape a more cohesive, walkable experience downtown.**

- Invest in area-wide wayfinding and signage to connect people to the park throughout downtown and within a 10-minute walk of the park.

## 4 FUNDING

**Secure more funding from more diversified sources to sustain the park and nearby community infrastructure.**

- Potential tools:
  - Renew, expand and/or subzone the Property-Based Improvement District
  - Create a Mello Roos Community Facility District
  - Create a Community Benefit and Improvement District
  - Implement tax increment financing (long term)
- Study the structure and use of the city's Park Impact Fee. Consider new mechanisms to capture more value from new development and direct it to the park.
- Explore options to use some revenue from the city's transient occupancy tax (hotel tax) to support programming and improvements in the park.

→ [Read the complete report at spur.org/sharedfuture](https://spur.org/sharedfuture)