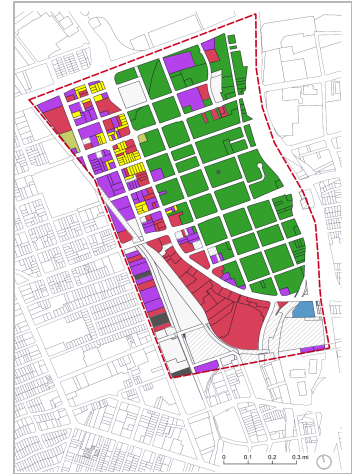


# March 29th Workshop: Coleman Corridor - Innovate and Activate

## What is the purpose of the March 29th Workshop?

This workshop is intended to give San Jose stakeholders an opportunity to engage with SPUR and JLP+D and develop community-informed projects related to the Coleman Corridor Study Area near downtown San Jose for future implementation.



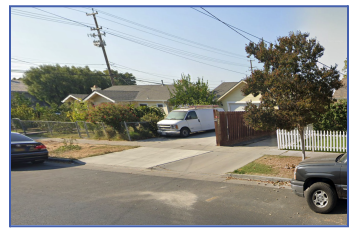
## What is the Study Area? Why now?

In late 2022, SPUR partnered with JLP+D to conduct an existing conditions analysis of the Study Area containing Coleman Ave, outlined in the map to the left. Coleman Avenue is uniquely situated near the downtown core, the airport, and Guadalupe River Park and Gardens, making it a central corridor and gateway for the city. As a home to a large concentration of retail and commercial businesses and one of the few remaining areas with industrial use, the area has immense potential for redevelopment and growth. **We hope to engage YOU** and produce a vision for the area’s future with implementable action items that the community can capitalize on while simultaneously improving access, connectivity, and equity.

## What did the Site Analysis show?

These are high-level insights from the existing conditions analysis:

- The Study Area is situated in close proximity to major assets, requiring thoughtful planning to balance various community needs.
- Parkland is 40% of the Study Area. Vacant land is another 10% of the area. Commercial, industrial, and residential land is split by a 6:5:1 ratio. This is outlined in the chart to the left.
- The area is an important industrial job hub with potential for development and future job generation. Job density (excluding parkland) is 1/4 of Downtown job density (11/acre vs 42/acre).
- The area has various policy constraints and opportunities.



Land Use Categories	Parcel Acre	% of Area
Open Space	208	43%
Commercial	84	17%
Industrial	66	14%
Vacant	54	11%
Residential	14	3%
Transportation, Communications, and Utilities	5	1%
Other Urban Non-Vacant (Service Stations)	3	1%
Land Use Code Not Available	54	11%

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## Are there constraints for the Study Area in terms of future land use?

The **San Jose airport** presents a number of constraints on how the parcels in the Study Area can be used for and by various stakeholders. The close proximity to the San Jose airport limits how stakeholders can use the parcels and needs to be considered for all action-item plans.

## What did previous stakeholders highlight as priorities?

In early March 2023, we spoke to community stakeholders about their ideas for the future of the Coleman Corridor. The key opportunities for future improvement identified were:

- **EQUITY PLANNING AND PARTNERSHIPS**

- Riding/Walking Activities via Guadalupe River Park
- Low-Density Community Events
- Equitable Transit Access



**Equity.**

- **PUBLIC REALM AND INFRASTRUCTURE**

- Develop Safe and Accessible Bike Lanes
- Reuse Parking Lots
- Commercial Development on Coleman



**Environment.**

- **ECONOMIC DEVELOPMENT AND REAL ESTATE**

- Outdoor Food Destination with Unique Character
- Diverse Smaller-scale Retail, Shops, etc.
- Urban Delivery and Micro Mobility Hub



**Economy.**

## What can YOU do to help?

SPUR and JLP+D would like to develop a list of community-informed and implementable visions for future planning and development using the March 29th Workshop as a primary avenue for discussion with stakeholders. We are hoping to outline and refine the location, policies, partners, funding, case studies, and other factors that need to be considered to create action plans. With your input, this Coleman Corridor can become a more vibrant, connective, and equitable space for the entire community of San Jose to enjoy!