



The Future of Coleman Avenue

Economic, Public Realm, and
Planning Opportunities

San Jose, CA

March 29th Workshop | 2023



Timeline of SPUR + JLPD Work



Understanding the current conditions and future potential along Coleman Avenue in San Jose:

SPUR partnered with JLP+D conducted an existing conditions analysis of the Study Area. The team utilized quantitative data analysis, document and policy review, expert interviews, stakeholder engagement during the research. The research findings are summarized in 5 categories to the right. These findings can help inform local community members, public and private stakeholders, and agencies to jointly produce a vision with implementable projects for the area that capitalize on its many opportunities and improve access, connectivity, and equity.

Characters of the Study Area today:

- **A location of major assets and susceptibility to change**
- **A mix of uses**
- **A low-density but diverse palette of industries**
- **A wide spread of property values**
- **A confluence of multiple existing policies**

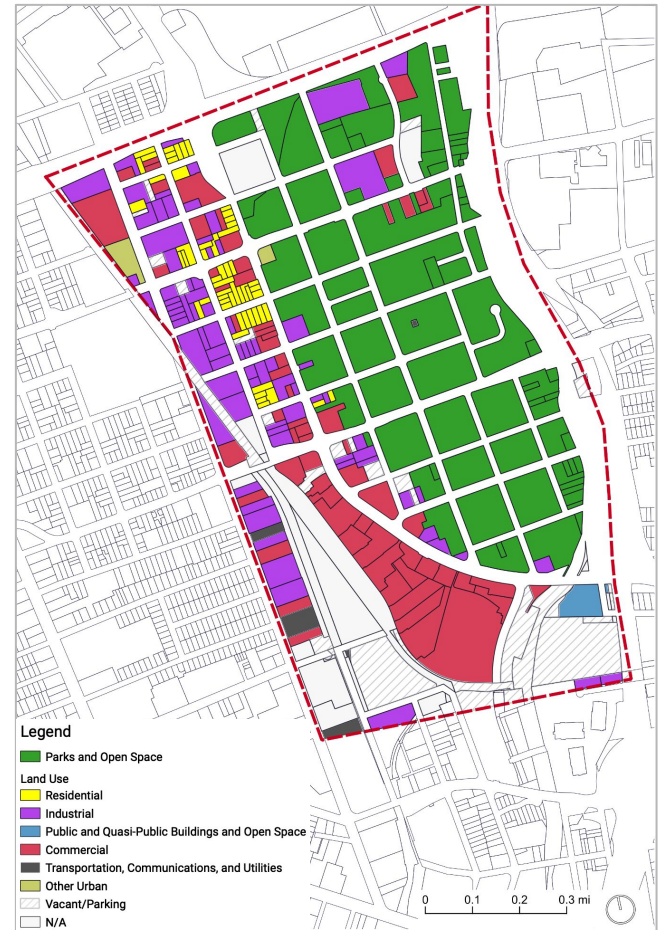
EXECUTIVE SUMMARY

A mix of uses:

Parkland is 40% of the Study Area. Vacant land is another 10%. Commercial, industrial, and residential land in the rest of the Study Area is split by a 6:5:1 ratio.



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%



EXECUTIVE SUMMARY

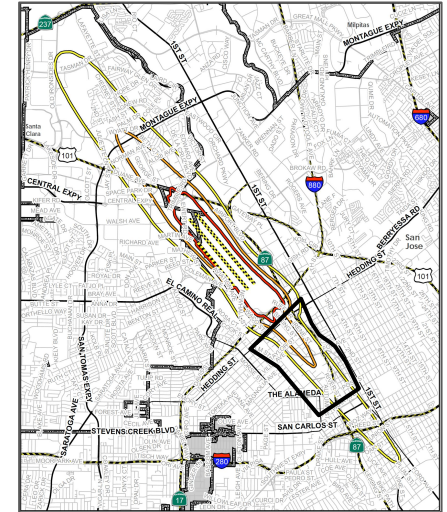
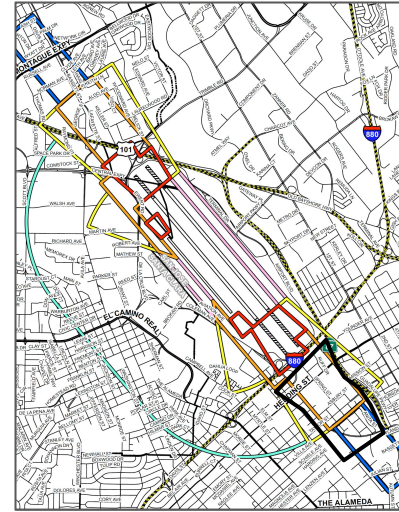
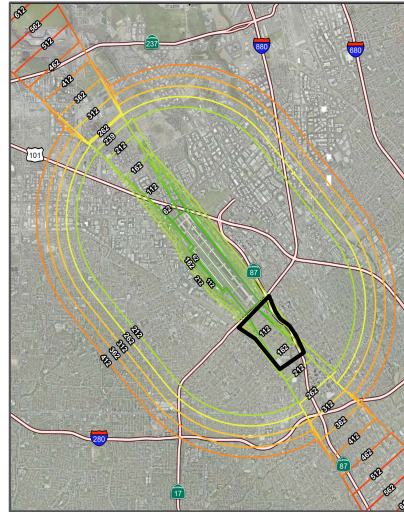
Major policy contexts that shape future planning and development:

Airport:

The Study Area is entirely within the **Airport Influence Area (AIA)**, which imposes restrictions on certain land uses and development potential depending on which specific Airport Safety Zone within the AIA that the parcel is located in.

From left to right:

- **Height Restriction Areas:** Developments shall comply with the Airport Comprehensive Land Use Plan and the City's Downtown Building Height Limits.
- **Safety Restriction Areas:** Certain uses with large congregations of people are prohibited in specific subcategories of safety zones.
- **Noise Restriction Areas:** California Building Code requires acoustical analysis for certain residential development.



EXECUTIVE SUMMARY

Stakeholders from public, private, and community sectors look forward to a more vibrant, connected, and amenitized future in the Study Area.

Key priorities identified by stakeholders representing 20+ local organizations and 6 government agencies:

Equity Planning and Partnerships:

- Alignment with Airport regulations and the Connector project
- Unique character and role of this corridor
- Diverse voices during planning
- Clear vision

Public Realm and Infrastructure:

- Pedestrian safety, walkability, accessibility
- Enhanced connectivity
- Underpass improvement
- Ground floor activation
- Parkspace improvement
- Open space as opportunity for economic development

Economic Development and Real Estate:

- Commercial development discussion with FAA
- Parking lot activation or redevelopment
- Business and jobs growth
- Integration of major downtown development projects
- Ensuring real estate development follow guidelines

CALL TO ACTION

March 29th is intended to bring together stakeholders to further develop community-based action plans for implementation in the future.

Equity Planning and Partnerships:

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

Public Realm and Infrastructure:

- Develop Safe and Accessible Bike Lanes
- Public and Site Safety
- Ownership, Maintenance, and Operation of New/Existing Public Infrastructure

Economic Development and Real Estate:

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

DISCUSSION CATEGORIES

Location

Policy

Funds

Partners

Examples

WORKSHOP LAYOUT

