First Street Concept Plan
City of Gilroy, California

Cal Poly City & Regional Planning
CRP 341: Urban Design Studio III
Spring 2021
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Table of Contents

1-1 Chapter 1: Introduction

2-1 Chapter 2: Site & SWOT Analysis

2-3 Site Analysis

2-21 SWOT Analysis

3-1 Chapter 3: Visions, Goals, and Policies

3-3 Visions

3-4 Goals and Policies

4-1 Chapter 4: Scenario A - El Pueblecito

4-2 Concept

4-4 Land Use Distribution

4-7 Land Use Statistics and Capacity Indicators

4-8 Circulation

4-11 Street Sections

4-13 Building Typologies and Zoning Regulations

Table of Contents *(Continued)*

5-1 Chapter 5: Scenario B - Harvest to Home

5-2 Concept

5-4 Land Use Distribution

5-7 Land Use Statistics and Capacity Indicators

5-8 Circulation

5-12 Street Sections

5-15 Building Typologies

5-17 Zoning Regulations

6-1 Chapter 6: Scenario C - The Pinnacle

6-2 Concept

6-4 Land Use Distribution

6-6 Land Use Statistics and Capacity Indicators

6-7 Circulation

6-11 Street Sections

6-14 Building Typologies

6-15 Zoning Regulations

7-1 Chapter 7: Scenario D - The Hub

7-2 Concept

7-4 Land Use Distribution

7-7 Land Use Statistics and Capacity Indicators

7-8 Circulation

7-10 Street Sections

7-12 Building Typologies

7-14 Zoning Regulations

CHAPTER 1

Introduction

Introduction

OVERVIEW

This document is a product of the students of CRP 341 Urban Design Studio III in Spring of 2021. This is the final urban design studio of BCRP program and seeks to apply the cumulative knowledge of students in previous coursework. Students were tasked with the long-term conceptual redevelopment of the First Street Corridor, in Gilroy, California. This region is being reimagined as a mixed-use district, up zoned from its current use of strip malls and parking lots. Over the ten-week quarter the class performed analysis on the existing district, determined four conceptual scenarios and corresponding zoning regulations, and communicated the design to staff with the City of Gilroy and Cal Poly faculty.

METHOD

Due to the COVID-19 pandemic, the studio was required to operate in an online format, with meetings occurring in both asynchronous and synchronous format over Zoom. For online collaboration students utilized primarily Microsoft Word and PowerPoint. ArcGIS Online was utilized in determining existing conditions within the Plan Area and City itself. ArcGIS Urban is used for scenario planning. Urban is a 3D modeling platform operating on web browser. Students created conceptual redevelopments of First Street Corridor within the existing setting and were able to determine demographic and environmental capacity changes in real-time. Using Urban, the public can append comments and questions to each individual scenario, accessible by any device with internet connection. This capacity was tested, but not used in this studio. Deliverables were created primarily in ArcGIS StoryMap and Adobe InDesign.

OUTCOME

Four unique Scenarios of the First Street Corridor Concept Plan were created, each targeting a unique theme and density to its development. The results varied greatly as a result, and the City of Gilroy received multiple scenarios that the First Street Corridor could achieve based on the publics need and feedback. The nature of the quarter was different than others, because of its online format. The limitation was the lack of site visit and public engagement due to the travel restrictions. However, the students were able to explore new technologies and create a product using various web-based programs.

CHAPTER 2

Site & SWOT Analysis

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Site Analysis

Fig. 2.1: Mass and Space Analysis Map

URBAN FORM

Analyzing spatial patterns through the urban form allows developers to understand the existing conditions of the project site. The First Street Commercial Corridor is currently dominated by low-density buildings. The corridor exhibits a trend with the eastern side having smaller footprints and the northern side having larger building footprints.

In addition, the lack of crosswalks, narrow sidewalks, and wide streets demonstrate how automobile-oriented the corridor is (Fig. 2.2). Exemplified by these characteristics, the current layout and utilization of space around the corridor demonstrates how the urban form has been impacted by reliance on automobiles.

At present, most structures cover about 50% of the lot and have a 0.5 FAR (Fig. 2.1). These numbers mostly represent parcels with large setbacks created to accommodate surface parking lots along First Street. The most common building uses are single family residential, low-rise apartment, low-rise office, strip-mall retail, freestanding retail, and special purpose. The existing urban form of the First Street Commercial Corridor is significantly less dense and less walkable when compared to the downtown area.

Fig. 2.2: Parking lots take up a lot of space on the corridor. (Google Maps)

DEMOGRAPHICS

Understanding demographic trends allows developers to better understand the needs and wants of the population. In 2020, Gilroy had a total population of 59,032 residents. The top three most common ethnicities are white Hispanic (45%), white non-Hispanic (28%), and other Hispanic (8%). There is a wealth disparity between the East and West side of the site that should be addressed in order to understand the demographic trends of Gilroy.

The western area of the site makes roughly three times as much compared to the east side. The western side has a predominately white non-hispanic population with a median age of 40 and a per capita income of $60,000 while the eastern side has a larger Hispanic population with a median age of 30 and a per capita income of $20,000 (Figure 2.3).

Since the First Street connects the two different communities of the city, it is important for the future development to include services that cater to both as well as encouraging the intermingling of both groups to create a more diverse community.

With a growth rate that is larger than the county's, Gilroy's expected growth must be planned for accordingly. According to the most recent data from the U.S. Census and the Department of Finance, between 2000 and

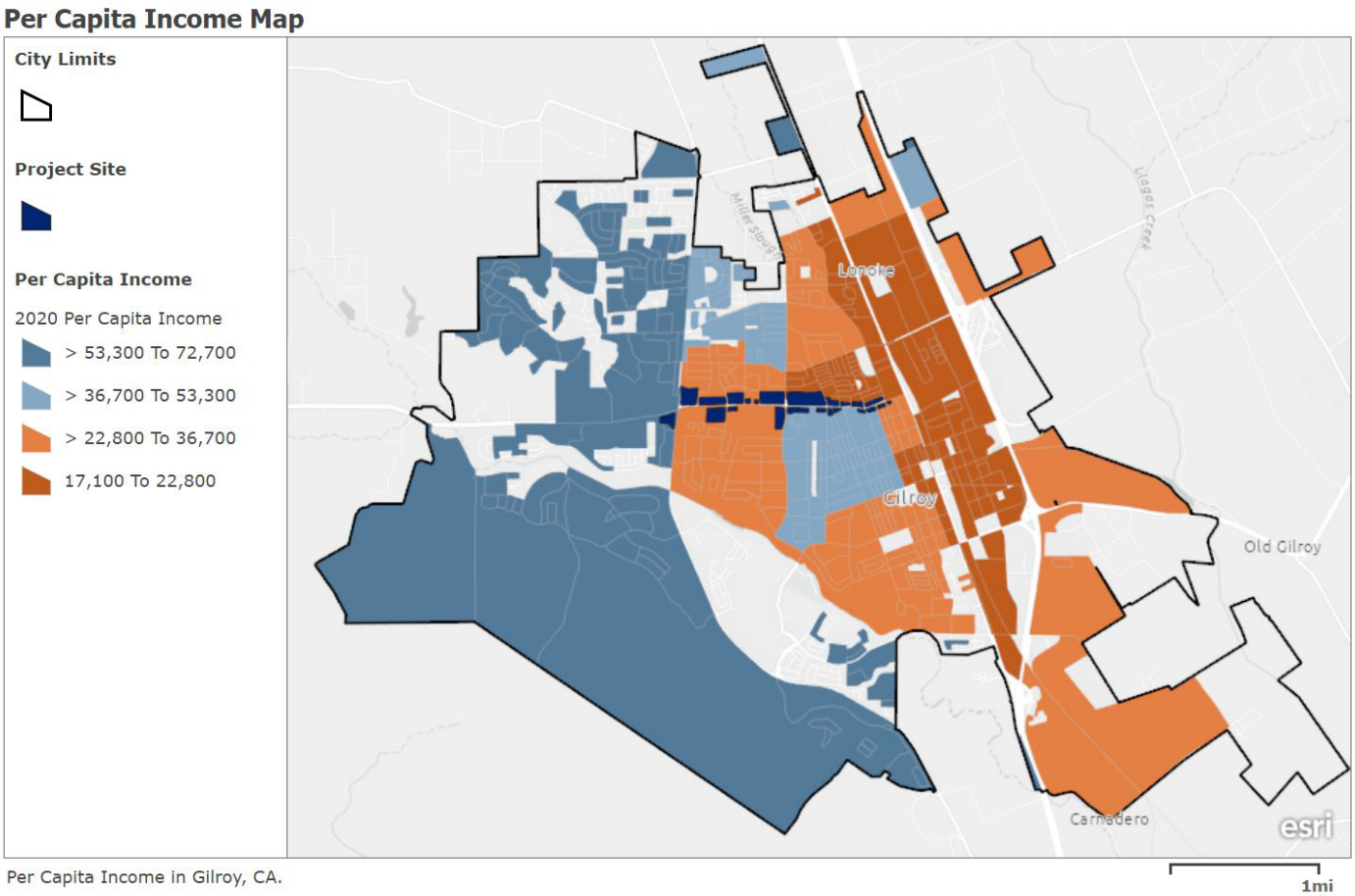

Figure 2.3: Gilroy per Capita Income Map

Table 2.1: Comparison of the average annual growth rates of the city and county from 2000 through 2013 (City of Gilroy 2013 pp. 6).

Jurisdiction	2000	2010	2013	2000-2010		2010-2013	
				Number	AAGR	Number	AAGR
Gilroy	41,464	48,821	51,544	7,357	1.7%	2,723	1.8%
Santa Clara County	1,682,585	1,781,642	1,842,254	99,057	0.6%	60,612	1.1%

Note: AAGR stands for Average Annual Growth Rate.

Source: U.S. Census 2000 SF1, P001, U.S. Census 2010 SF1, P1, California Department of Finance E5, 2013, and Mintier Harnish, 2014.

2010, Gilroy experienced an average annual growth rate almost three times greater that the County of Santa Clara (Table 2.1).

Through the analysis of the growth data, it is clear the City of Gilroy is growing much quicker than Santa Clara County, thus having implications for the city including a greater/quicker need for housing, a need for adequate transportation options and infrastructure, a need for large-capacity infrastructure and resources, and a greater strain on the environment. When planning the First Street Corridor, city planners must remain aware of the City's projected growth as redevelopment plans require a great level of future thinking in order to create healthy, livable communities.

TRANSPORTATION

Interpreting transportation within an area allows developers to understand how the area enables communication, accommodates forms of trade or exchanges among people, and contributes to the area's economic growth. Although transportation can provide many benefits, it can also cause negative environmental impacts. In the City of Gilroy, a major portion of the population favors driving as their main mode of transportation. According to the 2000 U.S. Census, more than 70% of employed Gilroy residents drove alone for their commutes to work (Figure 2.4), while less than 20% carpooled, another 3.6% used public transit, and less than 5% walked, biked, or used a bicycle.

Residents have access to four major transportation agencies in Gilroy, including the Santa Clara Valley Transportation Authority (VTA), Caltrain, Transportation Agency for Monterey County (TAMC), and the San Benito County Express (Figure 2.6). However, out of the 108 active bus stops that currently exist within Gilroy, only 16% (17 active bus stops) provide shelter from sun and rain for pedestrians who use the City's Transit Bus System.

Based on these statistics, it's important for developers to encourage residents to use alternative modes of transportation. The bike paths have been recently improved and it By increasing and improving access to public transportation, the high percentages of drive-alone commuters and daily vehicle traffic can decrease.

Percent of Commuters that Drive Alone in Gilroy, CA

Figure 2.4: Percentage of Commuters that Drive Alone to Work in Gilroy, California (2018)

With proper infrastructure in place, a safe and walkable environment can be created for pedestrians and cyclists to feel more comfortable, therefore resulting in an overall better quality of life for Gilroy residents.

Figure 2.5: Old "Bike paths" along 1st Street Corridor

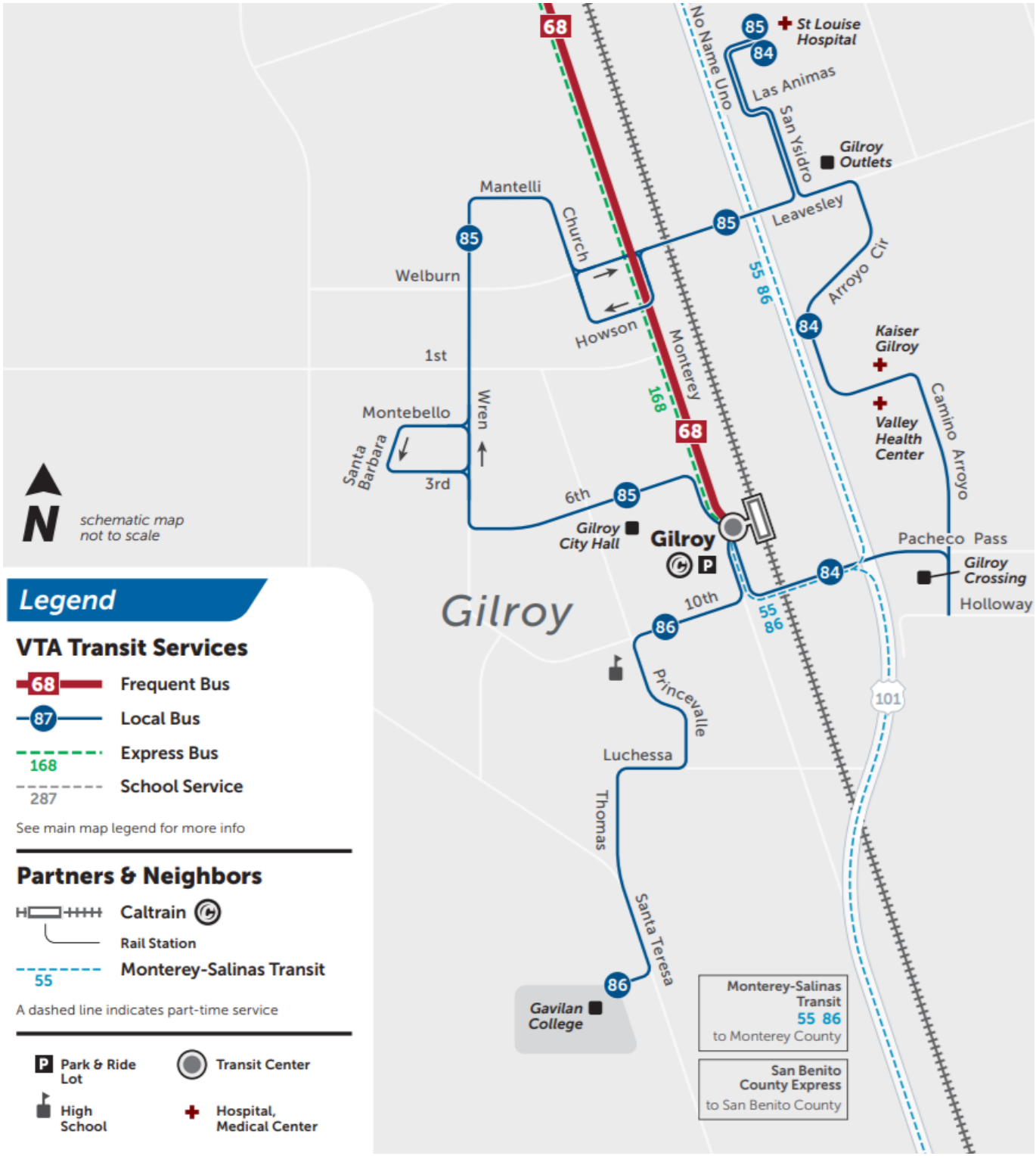

Figure 2.6: Map of Routes for Major Transportation Agencies (VTA)

ECONOMIC DEVELOPMENT

It is important to recognize that the background of Gilroy's current economic state is key to understanding how to encourage future economic growth in the area. Much of Gilroy's wealth happens to be located on the periphery of the city (Figure 2.7). The population is the most suitable as the index of scale in testing the efficiency of economic growth.

The suburban areas are primarily occupied by individuals older than age 47, who work in skilled jobs and own homes approaching values close to the million-dollar range. The individuals who work skilled jobs and live in higher income areas are generally located in the western portion of Gilroy, where 40-70% of the population in Gilroy are employed in occupations related to management, business, science, and arts.

This indicates that adding these types of occupations and land uses along First Street would be more relevant and useful for residents. Conversely, people living close to the First Street commercial corridor are much younger, have a higher unemployment rate, and rent lower value homes due to the high density of developments.

The city of Gilroy boasts a large retail hub on its eastern edge which attracts shoppers all throughout the region (Figure 2.8). Since the commercial corridor itself serves as a viaduct between the downtown and affluent suburbs on the edge of the city, Gilroy is progressively

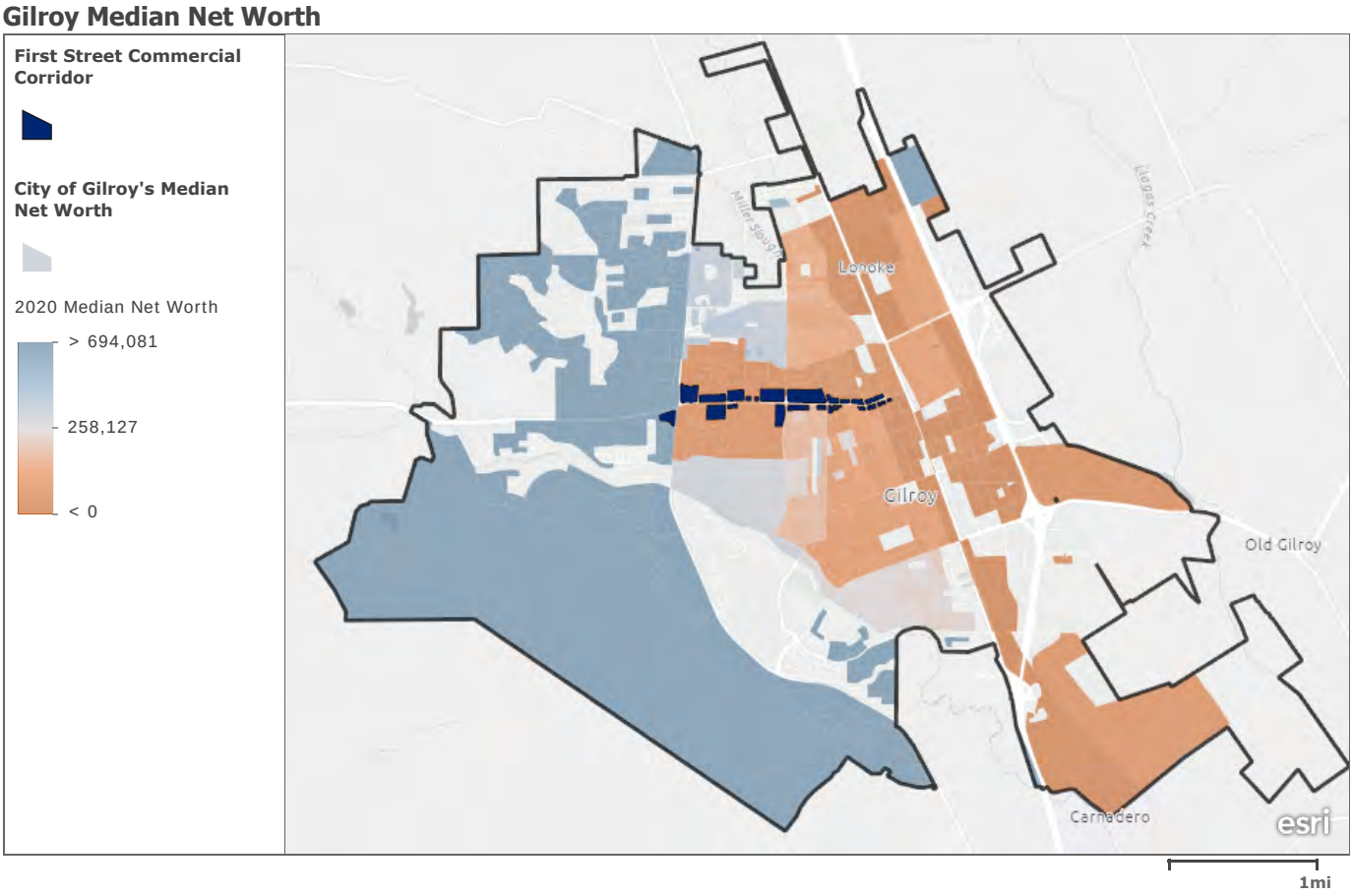

Figure 2.7: 2020 Median Net Worth in Gilroy

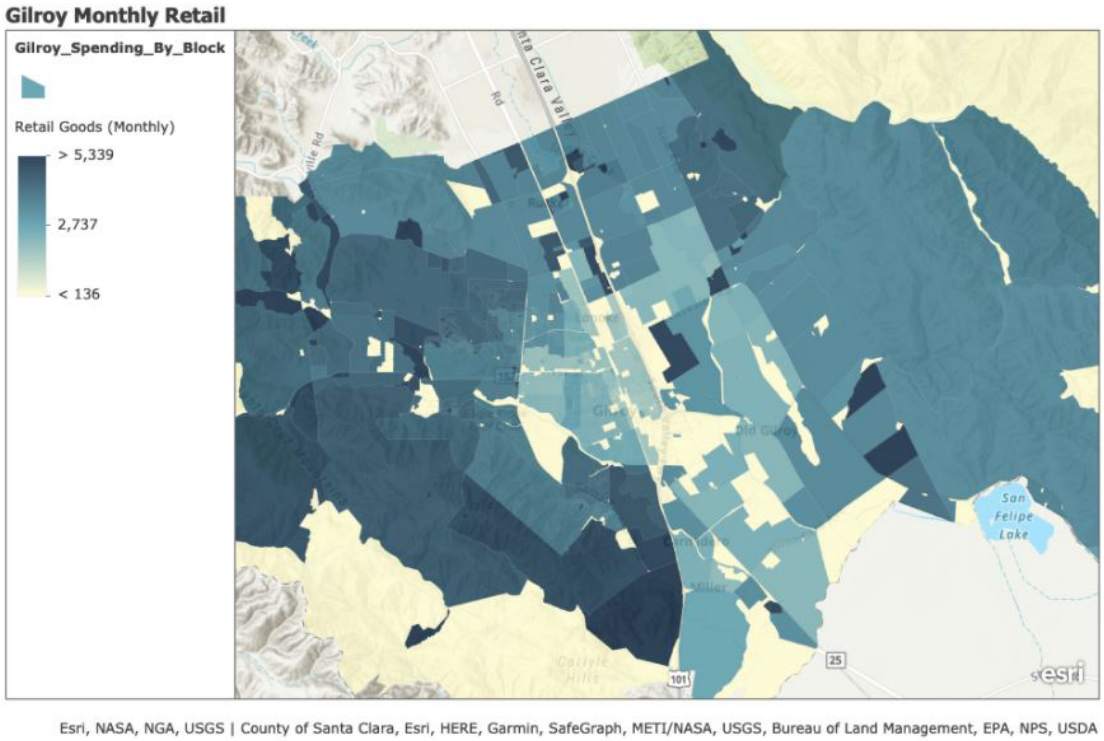

Figure 2.8: Monthly Spending on Retail in Gilroy

Figure 2.9: Walking Distance to Amenities on the First Street Corridor

continuing to bolster its vibrant retail offerings and introduce new sources of income into the downtown area.

In terms of tourism, popular attractions that currently include Gilroy's amusement park and local garlic festivals. Amenities offered in the area include restaurants, cafes, banks, post offices, and gas stations (Figure 2.9).

Having gained prominence for "The Garlic Capital of the World," the bustling garlic industry has contributed to the city's economic prosperity. As a whole, Gilroy's location presents a potential for the city to become a more popular tourist location as it sits on the crossroads between the Bay Area, Central Coast, and Southern California.

HOUSING

Most of the parcels along the 1st Street Commercial Corridor are zoned as single-family residential (figure 2.11). However, the 1st Street Commercial Corridor is unique in that many of the parcels are zoned as mixed-use which allow for Gilroy to add higher density to accommodate larger household sizes and unit types.

The 1st Street Corridor has the highest household density ranging from 3.7 to 4.5 (figure 2.11). Therefore, a sudden population growth in the area would increase the demand for more housing, creating pressure on the current housing market to increase its supply. Gilroy would also feel pressured to improve its infrastructure and increase services to better

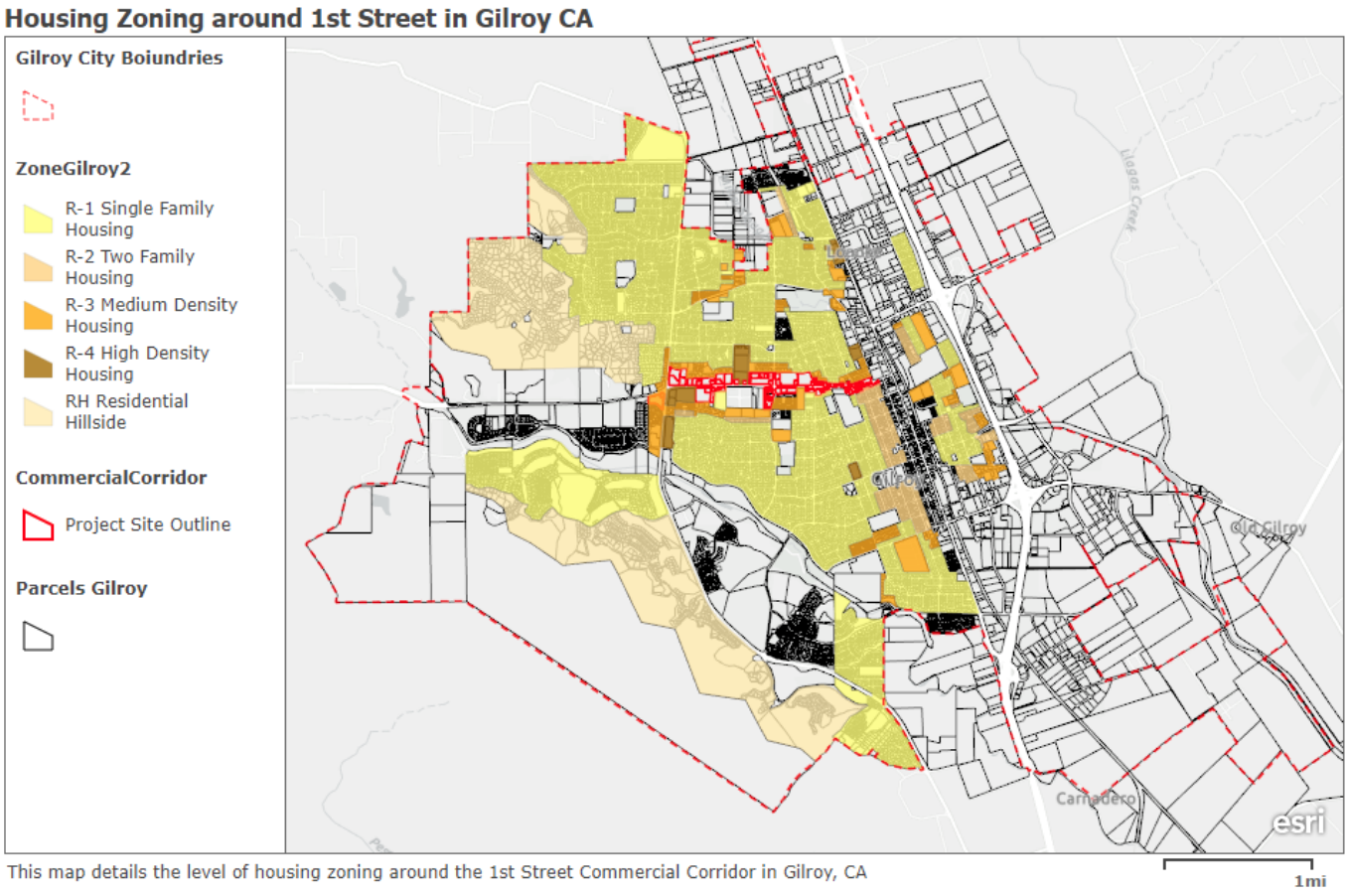

Figure 2.10: Housing Zoning in Gilroy

Figure 2.11: Average Household Sizes Gilroy

accommodate both current residents and the new influx of people along the corridor.

The current housing market in Gilroy is unaffordable for those who belong in the low-income bracket. According to (figure 2.12), rent prices on the east side are lower while the west side has higher rent prices, and an average gross rent of $1,881 along First Street.

In addition, the outskirts of Gilroy are dominated by high home values ranging as high as $900,000. The average home prices on the project site is about $550,000 which is lower compared to the rest of the city, but it is still unaffordable (figure 2.15). According to the 2012 American Community Survey, 54% of renters spent 30% or more of their income on rent, and 31.1% spent 50% or more on rent.

Another trend to note is the ratio of owner-occupied units to renter-occupied units. There are more people who own homes on the west side compared to the east side (figure 2.11). This could be due to the fact that people on the west side tend to have a higher income compared to the east side.

Taking into consideration the high existing home and rent prices, the redevelopment must incorporate affordable units so that people with lower incomes can continue to live in Gilroy and to create a more inclusive market housing. However, the project can cause unintended consequences such as gentrification as it could push out these vulnerable populations.

Since the project site is zoned as mixed-use, there is an opportunity for infill

This map shows average gross rent across census blocks in the City of Gilroy. According to the U.S. Census Bureau, median

Figure 2.12: Average Gross Rent in Gilroy

development by building on top of the many surface parking lots and on existing retail stores. To create a more vibrant community, new buildings should be built with retail on the bottom to create an active ground-floor and residential units should be on top.

In addition, it is important for residential units to be designated as live-work and affordable to fulfill Gilroy's goal of providing more diverse housing types and higher density.

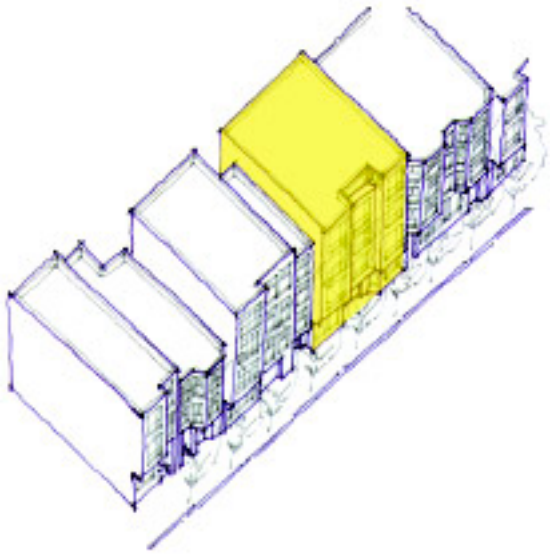

Figure 2.13: Mixed-Use Buildings built to the sireetfront to activate the ground-floor

Renter vs. Owner

Figure 2.14: Owner-Occupied and Renter-Occupied Housing Units in Gilroy

Gilroy Housing Cost Map

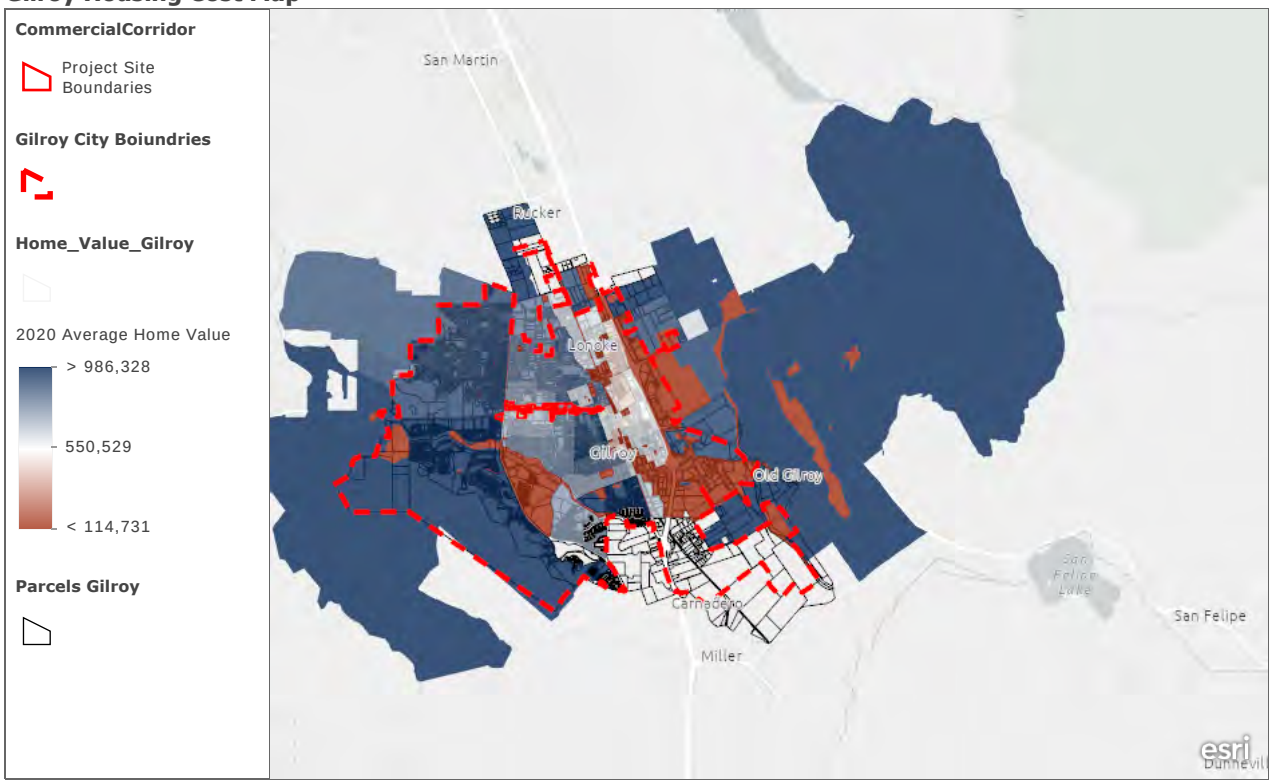

Figure 2.15: Gilroy Housing Cost Map

ENVIRONMENT

The City of Gilroy sits about 200 feet above sea level, sitting in between the Santa Cruz Mountains and the Diablo Range. Gilroy has a Mediterranean climate with a yearly average temperature of about 75 degrees. Because of its location in the Santa Clara Valley, Gilroy has nineteen potential programs to reduce greenhouse emissions and improve the poor air quality.

The inner urban core is on flat terrain and is surrounded by hills and contains viewsheds that the city intends to preserve. While the city has a clear contrast in the land uses and a divide between development and open space, it has worked to increase and preserve existing greenery throughout the urban core.

The rapidly growing population and development has caused the First Street Corridor to be marred by hardscape that created an automobile dominated environment. Gilroy, however, has listed goals in the Natural and Cultural Resources Element to better incorporate more resilient practices in its urban areas.

For example, the city currently faces a problem with increased temperatures due to the urban heat island effect (figure 2.16). This forces many of the surrounding buildings to rely on systems like air conditioning units to cool off.

Due to this, future developments should be designed with natural cooling systems to efficiently adapt to the Mediterranean climate.

Tree Canopy Cover/Urban Heat Island

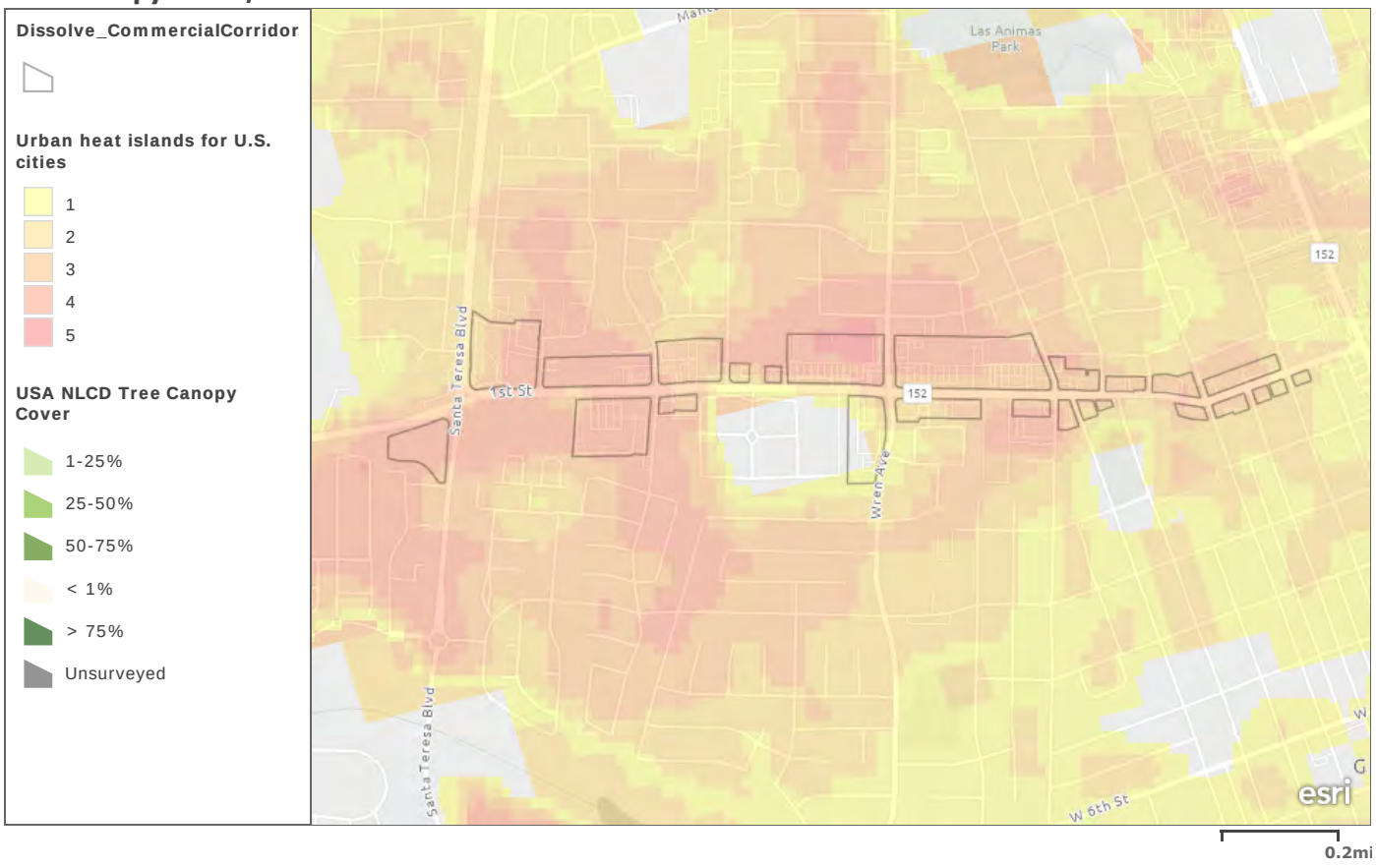

Figure 2.16: Tree Canopy Coverage and Urban Heat Islands in Gilroy

Figure 2.17: Map of Parks and ½ Mile Radius in the City of Gilroy

In addition, the city plans to address the urban heat island effect of the corridor by implementing a collaborative tree planting effort.

Gilroy plans to incorporate more open space into the city center. While there are parks around the city, there is a lack of public open space along 1st Street as only two parks, Miller Park and Gavilan Hills Memorial Park, serve the east side, and there are no parks within a half a mile walking distance on the west side (figure 2.17).

Therefore, the redevelopment of the corridor must incorporate open spaces throughout the site to fulfill the 2040 General Plan's goals of providing high quality recreational and park systems as well creating programs that promote wellness and growth.

LAND USE AND REGULATIONS

Gilroy's 2040 General Plan Land Use Element reflects a community with a backbone of agriculture looking to build upon and improve its urban core. Within the city's Urban Growth Boundary, there are a multitude of uses that include industrial, commercial, residential, and specific plan areas (figure 2.19)..

Land outside the UGB is maintained for agricultural and rural uses. Adjacent uses to the project site include the public/quasi-public facility, parks and recreation Facility, and general services commercial. The corridor serves as a transitional corridor between the Hecker Pass Specific Plan and the Downtown Specific Plan.

The 2040 First Street Commercial Corridor is primarily zoned mixed-use. The predominant existing uses on the site are (1) neighborhood commercial, which includes restaurants and gas stations and (2) visitor-serving commercial which includes small retail establishments such as cafes, bakeries, grocery stores, daycare centers, banks, offices, and dry cleaners (figure 2.18).

Gilroy's seventh land use goal is to "encourage mixed-use development projects that create vibrant and walkable districts" (City of Gilroy, 2020). In order to achieve this goal, the city has subset land use goals that include mixed-use compatibility with adjacent land uses near transit services and incorporate work/live in appropriate non-residential or existing mixed-use areas.

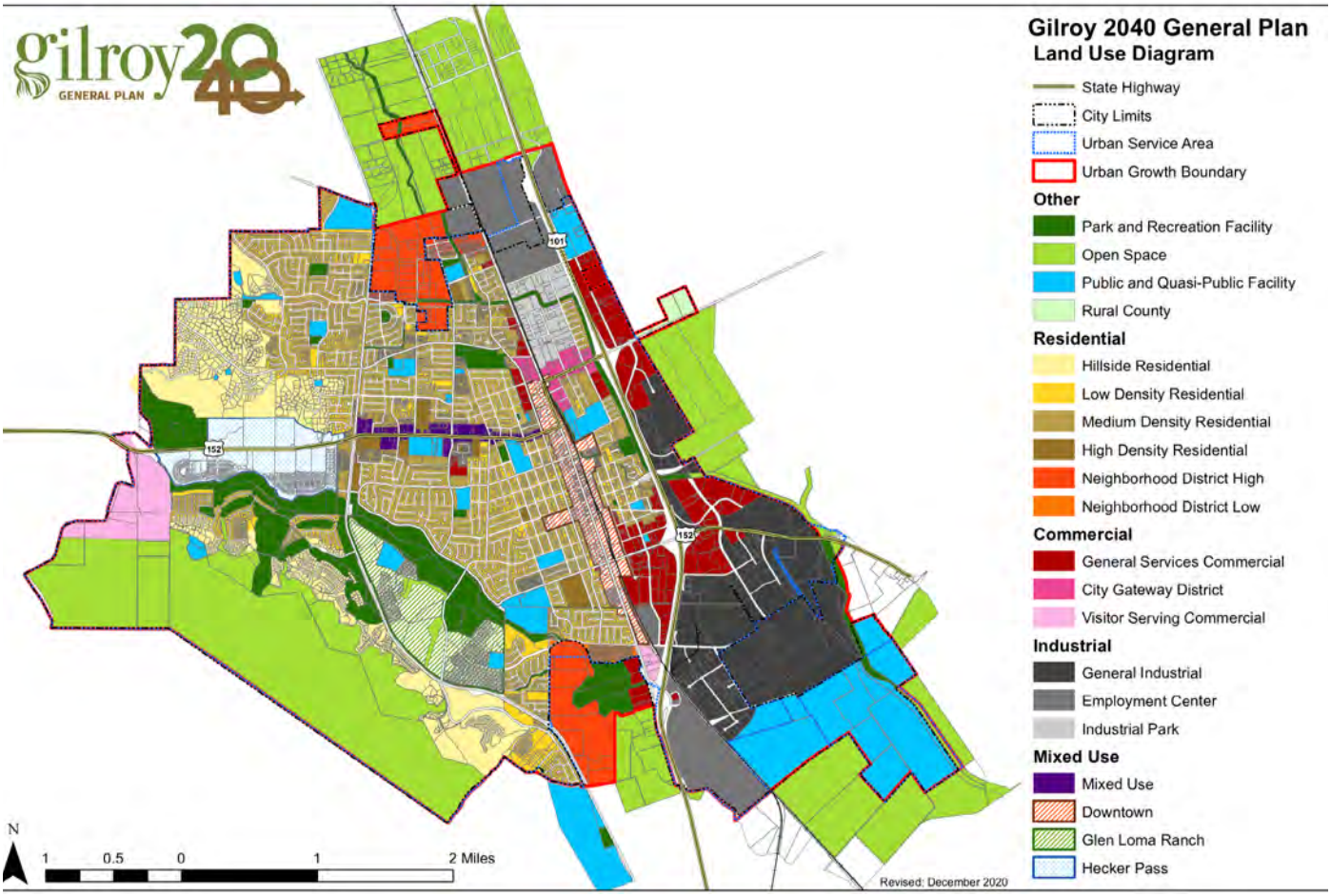

Figure 2.18: Land Use Diagram from the City's 2040 General Plan (City of Gilroy, 2020)

The three most prominent activity nodes on the First Street Corridor are the Town Plaza Shopping Center, Miller Park, and Brownell Academy Middle School and contribute the most to vehicular and pedestrian traffic (figure 2.20). The Town Plaza Shopping Center fills up an entire block as it consists of multiple retail and dining options such as barber shops and grocery stores.

The development must incorporate new parks as Miller Park is not enough to serve the new population. Gavilan Hills Memorial Park must be persevered and must not be disrupted during construction of the development.

In addition, there is a proposed four-story multi-family residential area (#1 on figure 2.20). Since this parcel is not part of the 1st Street Commercial Concept Plan, it is important to understand how these two projects will coexist with each other.

Figure 2.19: Designated and Existing Land Uses for the First Street Commercial Corridor

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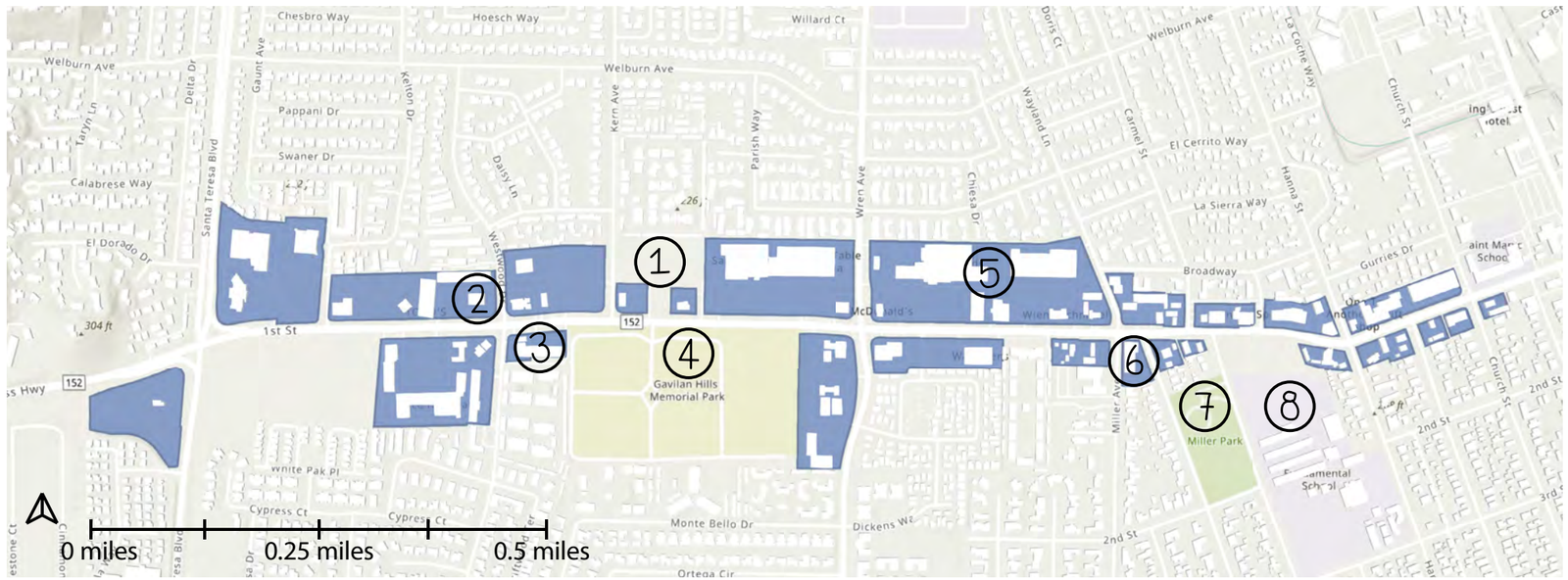


Figure 2.20: Major Activities along the First Street Corridor

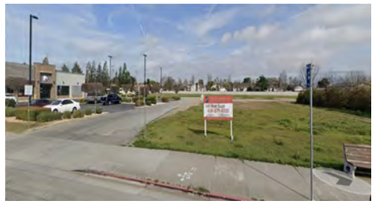
5

The Town Plaza Shopping Center is the point along the 1st Street Corridor with the highest activity and interaction. This shopping center is the most prominent along the corridor as it fills the entirety of the block between Wren Ave. and Wayland Ln.

6

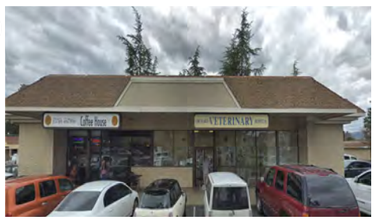
The second identified Veterinary Hospital along the 1st Street Corridor.

1



There is a proposed multi-family residence to be constructed in this empty lot.The proposed development is said to be four stories and 120 units. This will likely bring more business interaction along the corridor, increasing overall pedestrian and vehicular traffic.

2



This small shopping area includes a local coffee shop along with one of two Veterinary Hospitals. This likely serves as a wide range of community members who have pets.

3

The Westwood Shopping Center is home to a variety of shops which include a Mexican restaurant, a tax assisstance office, a nail salon, an ice cream shop, and a hair salon.

4

Gavalian Hills Memorial Park is a highly important site along the 1st Street Corridor, and will have to be preserved at all costs out of respect for community members as well as those who rest their.

7

Miller Park serves as a major activity center as it is the only park which borders the corridor. The park is located between a residential neighborhood and a middle school, serving both community members alike

8

Brownell Academy Middle School serves as a major point of actvity along the corridor, especially throughout the morning and afternoon hours when children are going to or from school.

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SWOT Analysis

URBAN FORM

STRENGTHS

The variety of common building types in the area range from single-family residential to commercial. With the high variability in building types in and around the project site, there is great flexibility in terms of the project's vision in future development.

Another notable strength of the 1st street corridor is its iconic landmarks such as the Gavilan Hills Memorial Park entrance. It has a vastly different style which makes it stand out from the surrounding built environment, bringing architectural uniqueness.

WEAKNESSES

The area is covered with parking lots designated for the long strip malls and take up nearly half of the total space that can be used for infill development. Due to the high number of surface parking lots, it promotes the reliance on automobiles and does not create a walkable or human-scale environment.

OPPORTUNITIES

In its current iteration, a large portion of the project site contains shopping centers setback from the street because a significant amount of spaces is allocated to parking lots. This serves as a perfect opportunity to develop mixed-use developments along the corridor, with parking structures and surface parking lots in the back.

This would provide the opportunity to create a more appealing urban form as well as improve the currently poor pedestrian appeal that First Street has, resulting in a more vibrant corridor.

THREATS

Threats to the First Street Corridor posed by urban form begin with the Gavilan Hills Memorial Park located at the center of the 1st Street Corridor. While it is green space, it is unable to be used for activities since it is undevelopable and slightly hinders walkability.

The buildings neighboring the park will also require extra sensitivity in design and selection of use type. In addition, it is likely that developers will not risk placing new housing developments near the memorial park.

DEMOGRAPHICS

STRENGTHS

Gilroy is incredibly diverse with the largest ethnic group being from Latino origin at 59.1%, White (Non-Hispanic) comes at second with 29.8%, and Other with 9.01% of the population. Due to this, the city has made considerable efforts to create recreational centers which bring community members together to celebrate and share their cultural heritage.

WEAKNESSES

The City of Gilroy's workforce is expanding at a higher rate than other California cities, but unfortunately is unequipped for jobs outside of the service industry.

Another weakness is the high rate of unemployment in Gilroy and is especially high areas surrounding the First Street Corridor. High rates of unemployment and low economic mobility can be attributed to the lack of access to higher education.

OPPORTUNITIES

1st Street has the potential to serve as the primary node of connectivity to the downtown area and other parts of Gilroy creating an opportunity for the site development to appeal to various diverse populations.

The overall median household income in Gilroy is identified as being $101,616 which is well above the California median household income of $75,235 but it is largely misleading as the gap between the rich and poor grows exponentially (US Bureau, 2019 & Reidenbach, 2016). This asserts the necessity and opportunity to provide a variety of job openings for Gilroy residents to help shorten the gap (Reidenbach, 2016).

THREATS

One of the threats in Gilroy's demographics is that indicators show that many residents are at risk due to economic insecurity.

In addition, there is little opportunity for economic mobility as Gilroy's residents are largely employed in the service sector and seasonal agricultural work. These factors contribute to the risk of displacement through gentrification that could occur with the redevelopment of the area into a mixed-use corridor.

The redevelopment may also be met with opposition from Gilroy's residents who want to keep the 'small-town feel'.

LAND USE & REGULATIONS

STRENGTHS

A new alteration of the zoning code has provided almost the entire site from Monterey Road to Santa Teresa Boulevard with both mixed use and high-density residential zoning, enabling a significant increase in development opportunities.

The mixed use is allowed up to 30 dwelling units per acre, with an F.A.R. allotment of up to 2.5. Similarly, the high density residential is allowing up to as many as 20 units per acre (Land Use City of Gilroy, 2020).

WEAKNESSES

The single-family designation currently dominates the housing zoning in Gilroy, which diminishes the corridor's vibrancy and contributes to sprawl. In addition, the multiple strips malls dotted around the corridor also contributes to a non-walkable and non-pedestrian environment.

OPPORTUNITIES

The project development is zoned as mixed-use which gives us the opportunity to create a balanced work-life environment. Currently, there is already some existing retail on the site which can potentially be converted to have residential on the top.

The project site also has few recreational facilities, so there is an opportunity to develop more of these services to improve the wellbeing of residents, especially on the west side of the project site as shown below.

THREATS

A threat to the site is that the site currently consists of low intensity, low density land uses, the transition to a mixed use district (higher intensity, higher density land uses) will increase the amount of traffic, congestion, and activity in the area, which can be very problematic.

ECONOMIC DEVELOPMENT

STRENGTHS

Gilroy acts as a crossroads between the greater Bay area, Central Valley, and Southern California. The diverse and remarkable attractions including the annual Garlic Festival, Gilroy Gardens, and the Gilroy Premium Outlets, the city has precipitated economic prosperity. The city has growing food processing manufactures and agricultural industries; as well as technology and light industrial companies which have proliferated over the last few years.

The city is also capable of sustaining larger retail stores serve the community. With an annual taxable retail sale over $1 billion, Gilroy is continually growing its economy at a consistent rate.

WEAKNESSES

The City of Gilroy has experienced prolonged economic distress recently, downgrading the City's debt profile. The commercial district has been subject to substantial revenue declines in commercial, retail, and tourism areas, partially due to the cancellation of the annual Garlic Festival and high vacancy rates.

The district's inadequate job opportunities have a negative effect on drawing new employees and workforce to the area, residents are inclined to migrate to urban areas owing to the fact of stable returns and resilient economic opportunities. Overall, Gilroy lacks endogenous growth of employment in the highest paid sectors.

OPPORTUNITIES

The central location of this site provides an opportunity to alleviate the economic disparity. This provides a great opportunity to promote commercial activity that draws a wide range of socioeconomic statuses and have residential units at varied price points.

This site is located in the most densely populated region of the city, with over 70% of residents within a mile of it. Thus, the business on-site benefits from high levels of vehicular traffic, a larger customer/employee base, and rapid absorption of residential units.

THREATS

Management, business, science, and arts occupations are concentrated in the western half of Gilroy. This means that the new office developments on the project site may compete with the existing businesses.

The surrounding population North and South of the project site has median rent prices of around $1400. If rents increase, the amount of money spent in local businesses will decrease. A loss of support for small businesses is a threat to the project.

TRANSPORTATION

STRENGTHS

The site offers bike lanes that run north and south along Santa Teresa Boulevard, and one lane-bike lane on Westwood Dr., Wren Ave., and Miller Ave.

Line 85 also passes directly through Wren Ave., primarily serving the areas around the Corridor, connecting the site to the Gilroy Caltrain Transit Center, a transit hub that connects local and regional routes together, which will better serve the area's mobility need. The First St. Corridor offers an array of amenities along its roadways. However, they also serve as an accessible connection between the local neighborhoods and the commercial retail services.

WEAKNESSES

Although there is one bus route that passes vertically through our site and has stops nearby, bus infrastructure can be improved to promote more bus circulation.

Overall, the biggest weakness of the current Transportation infrastructure surrounding the Gilroy Corridors is that it favors vehicular traffic over pedestrian traffic. However, with many projects underway to update Gilroy's infrastructure, many of these issues will soon be addressed.

OPPORTUNITIES

The Transportation Agency for Monterey County (TAMC) proposed an extension line that will connect cities from Sacramento all the way down to south of Salinas with a train stop on route at Gilroy providing an opportunity to "promote mixed-use, transit-oriented development, affordable housing, livable communities and economic growth" (Braymar, 2014).

As the train station brings more residents and visitors into Gilroy, there will be greater incentive to develop the First Street Corridor to match its mixed-use zoning.

THREATS

Due to the growth in the area there is a potential for an increased mobility demand which could hinder both automobile traffic as well as foot traffic. The current road could potentially need expansion to accommodate for the required needs.

The public transit system that services the area has dangerous potential to become overwhelmed with an increase in population for the general area. The current area is serviced by 3 bus lines which should suffice but the area is prone to traffic congestion if further development occurs.

HOUSING

STRENGTHS

The First Street commercial corridor is zoned to include areas of R-3 medium density residential and R-4 high density residential, meaning that the precedent of higher density housing units has already been established.

Housing production requirements have been changed to accommodate very low- to moderate income levels. For instance, ABAG plans to assign 236 units to very low-income, 160 to low-income, 217 to moderate-income, and 475 to moderate-income housing units to Gilroy for the 2014 to 2022 planning period (City of Gilroy, 2014). This change in housing supply will encourage a variety of housing types and levels of affordability.

WEAKNESSES

The current housing market in Gilroy is largely unaffordable for those who belong in the low-income bracket. Most households in the census blocks of the project site have a lower median income compared to residents that live on the outskirts of the city. These households are paying more than 30% of their income on housing (City of Gilroy, 2014). The majority of people who live around 1st Street are renters who are disproportionately affected by high rents.

The First Street Corridor's high density and medium density residential land use designations present compatibility issues with Gilroy's surrounding low density residential zoning.

OPPORTUNITIES

The designation of the site as mixed-use will allow for the intermixing of housing, office, and commercial spaces by placing shops and restaurants on the first level and housing units on the second and third levels.

To combat the city's current situation of overpriced, overcrowded, and scarce supply of housing, the development of 1st Street has potential to include high density, multi-family residential apartments and condos.

THREATS

A significant portion of people have a median household income that ranges between $22,000 and $37,000, and as many as 7.6% have some dependence on government assistance. This means that future housing units may not be affordable to residents that embody these characteristics. Furthermore, redevelopment to the area has the potential to displace existing low-income residents by raising housing costs.

Additionally, pushback from the NIMBY community may also occur since they would not like high-rise buildings altering the small-town feel of Gilroy.

ENVIRONMENT

STRENGTHS

Gilroy cares about the environment whether it be monitoring the air pollution or producing clean water and maintaining the standard of living. Overtime, they have drafted many plans and policies in order to further improve the environment of the city throughout the next few years in all kinds of categories.

The Air District of the city as well works to adopt all feasible mitigation to reduce significant impacts from VMT/Vehicle emissions. They've adopted a Transportation Management Ordinance as well as funding for pedestrian projects to improve access to transit and travel. In addition, the city has worked to implement Qualified Greenhouse Gas Reduction strategies.

WEAKNESSES

The City has little canopy coverage and vegetation which contributes to the urban heat island affect. Buildings are heavily reliant on using artificial means of cooling.

Elevated levels of air pollutants is significant due to the boarding mountains limiting air movement, VMT emissions, and additional pollutants from the surrounding counties that get carried in and trapped by the winds in the Santa Clara Valley.

Water on the site is another weakness and area of concern mainly because the city contains only 9 water wells all of which draw from the same Llagas Basin aquifer source.

WEAKNESSES

Gilroy has many opportunities to decrease its environmental impact on the city and increase its sustainability. For instance, the 1st Street corridor is not only lacking open green space, but also lacks sufficient sustainable planters, energy-efficient lighting, and medians in the street. These additions will increase walkability and improve the overall visual aesthetic of 1st Street.

Design implementations like solar-powered lighting, drought-tolerant landscaping, signage, sidewalk seating, and shade trees can improve the environment and enhance walkability should be considered in the new development.

THREATS

With the redevelopment of the site, there is always the chance that it could inevitably create a spike in vehicular traffic. Considering 1st street is already a heavily trafficked roadway, more vehicles on the road could create an undesirable greenhouse gas increase.

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CHAPTER 3

Visions, Goals, and Policies

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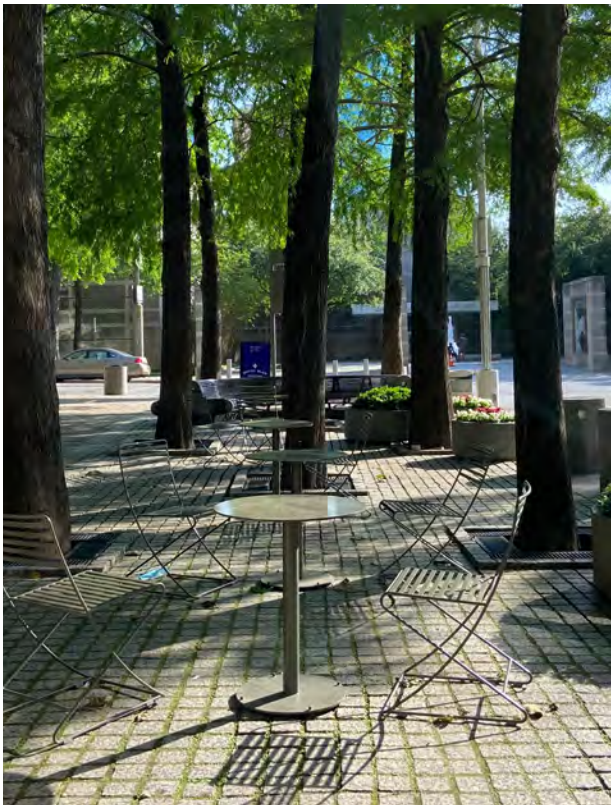
First Street Corridor: Visions

These vision statements encapsulate the priorities for Gilroy's First Street Corridor.

- The First Street Corridor will enhance the City of Gilroy by providing new, mixed-use development that improves and strengthens the identity and urban fabric of the community, while meeting social, economic, and housing needs.
- The corridor aims to introduce mixed use and higher density uses to an accessible location of Gilroy that will result in a center of increased activity and prosperity.
- The city's economy will be boosted through regional and gateway attractions, and through the site's multimodal connection to the Downtown.
- The pedestrian experience will enhance public safety through improved linkages, increased walkability, and context-sensitive design.



Left: Public space in Dallas, Texas with street furniture that creates a sense of place and encourages public engagement in the area.
Top: Repaving in Cambridge, Massachusetts that updated roads and sidewalks (newly painted high visibilty crosswalks and bike lanes).
Bottom: Bailey Park in Winston-Salem, North Carolina.

First Street Corridor: Goals and Policies

Goal 1: Improve mobility and support safe, alternative modes of transportation.

Policy 1.1: Establish First Street as the lifeline of the plan area with new wayfinding and dedicated paths for all modes of mobility.

Policy 1.2: Create on-street parking that will function to buffer pedestrian zones and act as a natural traffic-calming feature.

Policy 1.3: Collaborate with the City to provide bus lines along First Street to connect the plan area with the downtown and other dense regions of Gilroy.

Policy 1.4: Optimize the use of land for parking uses.

Goal 2: Provide diverse housing that aligns with demographic needs

Policy 2.1: Implement housing as a tool to create a safe, livable, and sustainable region of Gilroy.

Policy 2.2: Ensure a healthy ratio of housing to jobs within the First Street Corridor.

Policy 2.3: Require an appropriate proportion of affordable housing within the First Street Corridor, consistent with RNHA goals and expectations.

Policy 2.4: Provide development incentives to ease maintenance and expansion of affordable housing units.

Above: Walkable mixed use area in Santa Barbara, California with engaging streetscape that encourages interaction.

Goal 3: Promote uses that will boost the City of Gilroy's economy and serve as a revitalization for the project area.

Policy 3.1: Promote a healthy balance business types that is appropriate to the corridor's location and varied demographics.

Policy 3.2: Create retail locations with a variety of sizes and configurations.

Policy 3.3: Allow flexibility in land uses that can respond to current and future market demands and ensure economic viability.

Policy 3.4: Expand upon Gilroy's regional presence based on established industries.

<u>Goal 4</u>: Create a sense of place and belonging through design.

Policy 4.1: Provide high quality public spaces with formal and informal seating options.

Policy 4.2: Provide amenities that attract residents and tourists.

Policy 4.3: Outdoor community spaces should be designed to accommodate a wide range of activities (such as outdoor dining, sidewalk sales, farmer's market, community events, recreation, etc) and promote public safety.

Policy 4.4: Improve the pedestrian experience through interesting building facades and enhanced streetscaping to provide a distinct visual impression.

Policy 4.5: Create a cohesive landscape design throughout the Specific Plan area

Policy 4.6: Encourage exploration and public interaction through unique site layout

Policy 4.7: Embrace Gilroy's rich cultural history and promote unity through design, art, and events.


1


2


3


4


5

1. Awnings create a human-scale environment
2. Historic paseo in Gilroy that showcase different artwork
3. Designated bike lanes to promote other modes of transportation
4. Bus shelter with shading and seating for residents
5. Planters to create an interesting streetscape

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CHAPTER 4

Scenario A

El Pueblecito

Concept

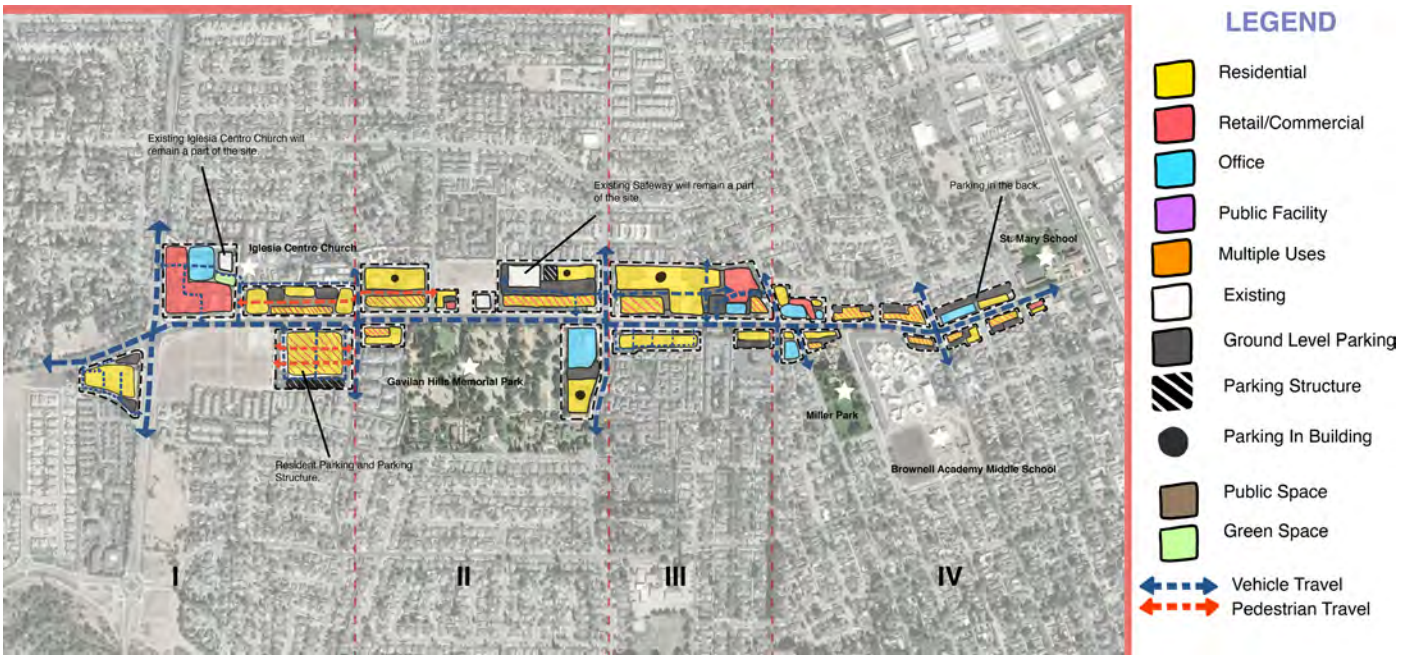

Figure 5.1 Conceptual Diagram for Scenario A

By tailoring new development to align with community needs and preserving key existing uses, El Pueblecito (Scenario A) strives to maintain the neighborhood character of 1st Street and align with Gilroy's overall small-town feel. Scenario A emphasizes the functionality of a neighborhood, while transforming it into a focal point of the city through an improved and more accessible layout, which adds density to the space through a balanced mix of residential and commercial uses. The scenario also emphasizes walkability throughout with the inclusion of pedestrian pathways which connect the various uses across the corridor. El Pueblecito will provide residents with a variety of recreational amenities, shopping locations, and nearby job opportunities, while also preserving spaces of significance, such as local historic churches and businesses and other key neighborhood amenities such as grocery stores.

The concept diagram illustrates the four main districts which the scenario is divided into and allows us to visualize the distribution of uses and movement across the corridor. In District One, residents can visit a charming commercial plaza located on the western corner, a short walk from any of the nearby medium density residential communities, and then continue east along the corridor to District Two through a pedestrian pathway or along the sidewalks which border mixed-used buildings. District Two is split by the presence of the cemetery on the southern side and an empty lot to the north, however the connection between sides is maintained through a continuation of mixed-use housing, with commercial on the lower level, along the street edge. Residential-only communities are located behind mixed-use to benefit the privacy of residents. Notably, this district contains the preserved Safeway Grocery which is easily reached from within the district or from anywhere in District One. District Three contains a large portion of residential-only space, with mixed-use present along the sidewalk. The district also contains a

commercial plaza area on the northern side, which contains a secondary market on site to help better meet the fresh-food needs of residents and allow for more grocery options. The final district narrows and is lined almost entirely with mixed-use businesses with residential on the top floor. Parking is located at the rear and visitors can walk along pathways behind the businesses or along the sidewalk where there is a mix of outdoor dining spaces and pockets of greenspace.

This scenario places an emphasis on providing residents with a welcoming sense of place and great importance on the health and wellness of all residents, as indicated in the following goals and policies

Goal 1: Preserve and enhance the neighborhood feel of the corridor by focusing on community-oriented development that caters to existing residents while creating a more inviting and cohesive space for future residents and visitors alike.

• Policy 1.1: Preserve existing historic businesses, public facilities, and key commercial locations (i.e., Places of worship, restaurants, grocery stores).

• Policy 1.2: Relocate local community serving businesses while preserving uses (i.e. pet facilities, salons, print shop)

• Policy 1.3: Bolster existing commercial uses by introducing new amenities for residents of the first street corridor.

• Policy 1.4: Provide amenities for each age group as well as ensuring certain amenities can serve the entire community.

Goal 2: Encourage exercise and promote health and wellness of residents by improving mobility across the site and preserving fresh food options.

• Policy 2.1: Ensure pathways traverse the site and meet in engaging focal areas, such as green spaces, and plazas.

• Policy 2.2: Make pathways attractive and inviting through use of landscaping elements for both buffering and shade.

• Policy 2.3: Simplify navigation, and emphasize connectivity between uses across the corridor, with the inclusion of maps and markers along pathways.

• Policy 2.4: Preserve the presence of local grocery stores to maintain availability of fresh food and produce.

Land Use Distribution

OVERVIEW

For the neighborhood scenario, the land use distribution throughout the First Street Corridor was largely based on preserving a neighborhood identity and conserving key aspects, such as the Christian church of Gilroy and viewsheds. In general, the corridor is mostly surrounded by single-family and multi-family housing, the neighborhood scenario is meant to keep zoning and land use patterns more conservative and not inflict drastic transitions of land uses while also providing a sense of a vibrant and harmonious community to the 1st Street Corridor as expected when visiting and residing in a neighborhood. Each of our four districts reflects what the 1st Street Corridor would look like as a single, cohesive neighborhood.

DISTRICT 1

District 1 encompasses the intersection of First Street with Santa Teresa as well as the parcels directly to the east. On the southwest corner of the intersection with First Street and Santa Teresa Boulevard, there are mainly two-story medium-density apartments proposed, while on the opposite corner of that intersection lies a plaza that is mainly single-story retail but also some two-story retail-office mixed-use buildings. Some surface parking, offices, and the Iglesia Centro Church are behind the plaza. Further east, there are more residential complexes as well as some residential-retail mixed-use developments proposed. To the north side, the façade runs through the entire parcel while on the south side there's a residential-retail mixed-use development surrounded by carports on the sides and 2-story lift parking. The parcels directly to the south of this district are mostly townhomes, which then transition into single-family housing, while directly to the north, as well as on the northwest corner of the intersection with Santa Teresa Boulevard, there is mainly single family housing with townhomes directly north of the parcels east of Santa Teresa Boulevard.

Figure 5.2 A birds-eye view of District 1, containing a retail plaza and residential units

DISTRICT 2

To the east of Westwood Drive, District 2 includes the parcels up to Wren Avenue. Most of the buildings directly along the corridor in this district are residential-retail mixed use. This is especially evident towards the east, where all the buildings on the northside of First Street are residential-retail mixed use, while the façade is being broken into smaller pieces, however. The existing Gilroy Express Wash, which is planned on being preserved, is located just west of this development lot while there is an office park just east of this development, at the intersection with Wren Avenue on the southwest corner. The existing Safeway supermarket is also being preserved and it is located behind the residential-retail mixed-use as well as a parking garage. A lot of the district is filled with three story mixed-use development. Parking is also concentrated within most of the residential units along the first floor. Gavilan Hills Memorial Park is a cemetery along our corridor, but is not a part of the site. Directly south and north of the district lies mainly townhome complexes but single-family housing is also present further outside this district and apartments also take up a couple parcels outside.

Figure 5.3 A birds-eye view of District 2, containing mixed-use residential and retail and office space, as well as the preserved Safeway

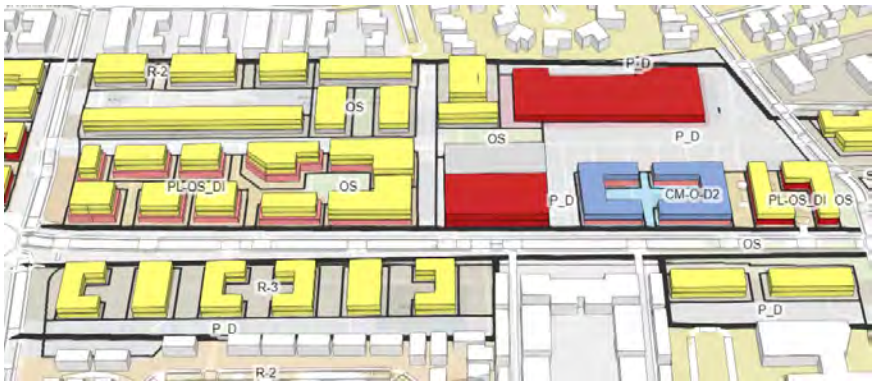

Figure 5.4 A birds-eye view of District 3, containing mostly residential uses and a supermarket.

DISTRICT 3

District 3 covers the parcels on our site directly to the east, there is more residential development. District 3 is dominated by residential units, whether it be apartments or townhomes. Directly along First Street, there is residential-retail mixed use that is three stories, alongside the three-story townhomes directly behind the mixed-use as well as the three-story townhomes across the street. Further east, there is another supermarket, an office building, and more residential-retail mixed use. The south side of this district is all residential. Parking is mainly situated in the townhomes in the northwestern part of the district along the first floor as well as near the supermarket and office building. A townhome complex is located along the south side of this corridor in this district, surrounded by single family housing. The north side also has some townhome units along El Cerrito Way, which transition into single-family housing.

Figure 5.5 A birds eye view of District 4, containing mostly residential mixed-use.

DISTRICT 4

East of Wayland Lane lies District 4. What is distinct about this district in contrast to other districts is that the parcels and building footprints are much smaller. The buildings along here reach a maximum of 2 stories and the building façades run through the entire length of this district along First Street. Residential, retail, office, and residential-retail mixed use are scattered throughout the entire corridor. Surface parking is situated behind these buildings. Miller Park and Brownell Academy Middle School lie south of this district followed by single-family residential units surrounding the entire district.

Land Use Statistics and Capacity Indicators

LAND USE STATISTICS

Scenario A, the neighborhood themed scenario for the development of the 1st Street Corridor, totals 2,648,187 square feet. The floor area ratio (FAR) of the scenario is 0.79. This FAR is the lowest among the four different scenarios and follows a theme of lower density to maintain a neighborhood feel and avoid transforming the identity of the area too drastically. Continuing with an emphasis on neighborhood, this scenario's focus is on providing residential uses and on preserving existing sites, while integrating new commercial options through mixed-use structures and intimate commercial plazas.

Residential uses account for 48.71% of the scenario, totaling 1,289,983 square feet and approximately 1,463 units. Commercial uses account for the second most prominent land use, utilizing 20.65% of the developed land in our scenario and roughly 546,877 square feet. There are some areas designated for office use scattered throughout the development which account for 3.46 % of the development, and total 91,555 square feet. Other uses that are not residential, commercial or office account for 11.28% of the scenario and take up a total of 298,813 square feet. The uses that fall into the "other" category include some which are preserved structures. These locations are a preserved car wash, a historic church, and a care home. Other site features that fall into the "other" category are outdoor community spaces such as plazas and courtyards.

Also included in the neighborhood scenario are 420,959 square feet of surface parking, totaling roughly 1,453 parking spots. Additional parking is provided in the form of parking structures, which account for 15.90% of the scenario's development and total 1,740 parking spots. Lastly, the scenario has 206,472 square feet of green/open space which accounts for 7.80% of the development.

CAPACITY INDICATORS:

Scenario A has a lower density and lower overall development compared to the other scenarios. This lower level of development means that the site produces the lowest capacity indicator numbers. The capacity indicator categories are population, households, jobs, daily trips, energy use, CO2 Emission, internal and external water use, wastewater, and solid waste.

Population and household numbers for the scenario are the lowest of all 4 scenarios due to the site having the least amount of proposed residential units, though it does not trail far behind Scenario B (Harvest to Home). The lower level of commercial structures means that the site will produce less jobs than others which have dedicated more land to commercial uses, this also accounts for the lower daily trips and CO2 emissions totals. These two lower capacity indicators can be considered a positive, as well as the lower energy and water use, and wastewater and solid waste production totals.

Capacity Indicators	Population	Households	Jobs	Daily Trips	Energy Use	CO2 Emission	Internal Water Use	External Water Use	Waste Water	Solid Waste
Scenario A	2,726	1,472	363	3,090	181,878 kWh/d	22 t/d	168,160 gal/d	72,069 gal/d	147,981 gal/d	8,424 lb/d
Scenario B	3,343	1,805	1,834	5,177	273,619 kWh/d	36 t/d	243,702 gal/d	104,444 gal/d	214,457 gal/d	12,397 lb/d
Scenario C	5,028	2715	3283	8,311	408,782 kWh/d	63 t/d	368,629 gal/d	157,984 gal/d	324,393gal/d	19.426 lb/d
Scenario D	5,354	2,891	2154	7508	405,740 kWh/d	53 t/d	369,439 gal/d	158,331 gal/d	325,106 gal/d	18,688 lb/d

Figure 5.6 Breakdown of various capacity metrics across all 4 Scenarios

Circulation

VEHICULAR CIRCULATION

The Vehicular Traffic Circulation Map depicts the primary vehicular circulation (red dashed lines), secondary vehicular circulation (orange dashed lines), and the tertiary vehicular circulation (purple dashed lines) routes throughout El Pueblecito. The vehicular circulation routes arrows indicate the direction of vehicular traffic within the right of ways. The map also identifies major intersections within the site (black dashed circles), and the greater their line weights, means the higher levels of vehicular traffic that passes through them. This map also depicts the proposed new buildings (white building footprints), the proposed parking structures (grey building footprints), and the preserved buildings (blue building footprints). First Street and Santa Teresa Blvd, act as the main primary routes for vehicular circulation throughout the site. Westwood Dr, Kern Ave, Wren Ave, Wayland Ln, Carmel St, Sargent St, Hanna St, Rosanna St, and Church St are all secondary vehicular circulation streets that run directly through the site that connect the area to the surrounding neighborhoods. Some of the secondary vehicular circulation routes turn into tertiary vehicular circulation streets in areas outside of the site, along with others, which include Church St, Rossanna St, Hanna St, Carmel St, Wanland Ln, Princevalle St, Miller Ave, Chiesa Dr, and Westwood Dr. Tertiary streets also run throughout planned parcels that will increase the accessibility to the proposed planned uses.

PEDESTRIAN CIRCULATION

The Pedestrian Circulation Traffic Map depicts the primary pedestrian circulation routes (dark green dashed lines), the internal pedestrian circulation routes (light green dashed lines), and the tertiary pedestrian circulation routes (light blue dashed line). The pedestrian routes have arrows at the end of their lines to indicate the directions in which a pedestrian can travel within the given right of ways. The primary pedestrian circulation routes will occur along First Street and the planned paseo along the northern areas of the proposed site in the map. Pedestrian crossings are also illustrated with the map (solid red line) to indicate which intersections and streets will have them which will help make the area more accessible for pedestrians. The proposed buildings (white building footprint) proposed parking structures (dark grey building footprint), and the preserved buildings (blue building footprint) are also depicted within this map.

Figure 5.7 El Pueblecito – Vehicle Circulation Map

Figure 5.8 El Pueblecito – Pedestrian Circulation Map

Figure 5.9 El Pueblecito – Cycling Circulation Map

BICYCLE CIRCULATION

The Bicycle Circulation Traffic Map depicts the flow of bicycle traffic through the El Pueblecito area within Gilroy, with heavy bicycle circulation routes (dark purple line), and medium to light bicycle circulation routes (pink line) that helps make the site more accessible and safer for bicyclists. The arrows on the different bicycle circulation lines indicate the direction of bicycle traffic through the site. The proposed buildings (white building footprint) proposed parking structures (grey building footprints), and the preserved buildings (blue building footprint) are also illustrated in the map. The streets that will primarily serve heavier bicycle traffic in the project area include First St, Santa Teresa Blvd, Westwood Dr, Wren Ave, Miller Ave, Hanna St, and Church St. The primary roadways that will serve medium to light bicycle traffic include Cypress Ct, Primos Ln, and Welburn Ave.

TRANSIT CIRCULATION

The Transit Circulation map depicts the existing Route 85 Bus line that currently runs through the site along Wren Ave. Additionally, the new proposed Route 85 Bus line that will run along Wren Ave heading North or South bound connecting with Kern Ave from First St. This map also presents the existing bus stops (bus logo with red border) and proposed new bus stops (bus logo with black border), proposed new buildings (white building footprints), and the existing preserved buildings (blue building footprint). There are currently four existing bus stops that are in or near the project site along Wren Ave, which enhances the accessibility from other areas within Gilroy by public transit. Including the new proposed 85 bus route will help make the site more accessible for the proposed residential, commercial, and office land use located in the El Pueblecito area. Implementing these transportation routes will make accessing other parts of the city via public transit and depend less on personal vehicle use which can help mitigate vehicular traffic and CO2 emissions within the area.

Figure 5.10 El Pueblecito – Transit Circulation Map

Street Sections

SECTION CUT D: FIRST ST AND MILLER AVE

Section Cut D is located within the Mid-Eastern area of the El Pueblecito project site, looking West towards Wren Ave, and has a total right of way of 113 feet that is represented within this section cut. As depicted, there are two sidewalk areas on either side of First St, that are both 19 feet wide to accommodate pedestrian traffic, benches, lighting fixtures, trees, outdoor restaurant seating, and bus shelters. There is also a protected bike lane that is 5 feet wide on both sides of the street to accommodate bicycle traffic along First St and allows bicyclists to travel East and West through the project site. Diagonal parking is also incorporated within this area of First St and is broken up by parklets to help make the site more accessible from the public roadway from parked vehicles. There are a total of two lanes going one direction on both sides of the street, separated by a 1-foot center median buffer, that will help create less traffic traveling through the site, as it is a large thoroughfare for people traveling through the City of Gilroy. The vehicle lanes closest to the diagonal parking spots will be 9 feet wide, while the lanes closest to the center median buffer will be around 8 feet wide. F

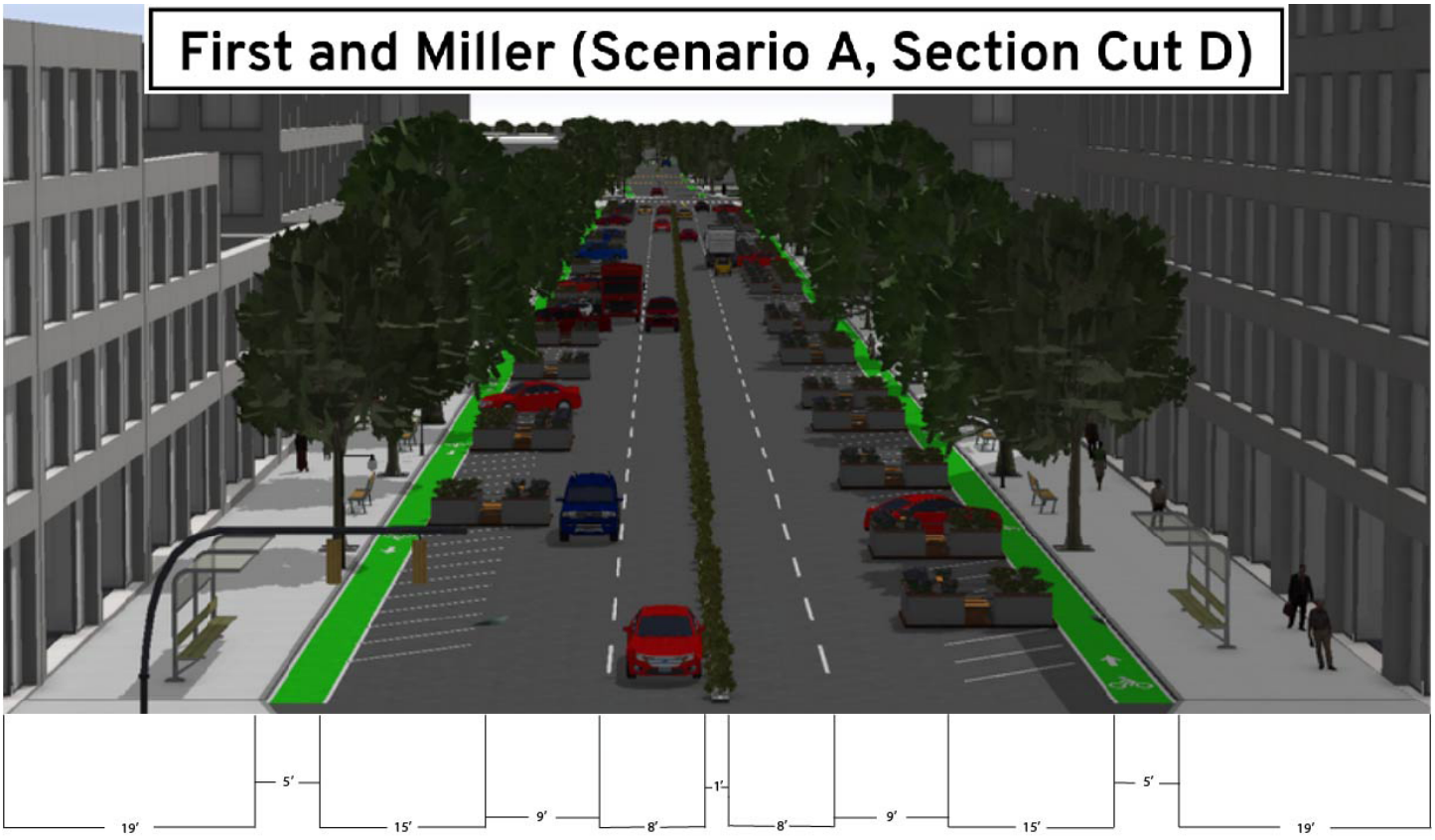

Figure 5.11 First and Miller, Section Cut D

SECTION CUT B: FIRST ST AND HANNA ST

Section Cut B is located within the Eastern area of the El Pueblecito project site, looking West near the intersection of First St, and Hanna St. The total right of way within the street section is 80 feet which accommodates vehicular, pedestrian, and bicycle traffic. Sidewalks are presented on both sides of First St and are each 10 feet in width to make the area more walkable while including trees, bioswales, lighting, and benches to make the area more pedestrian friendly. Protected bike lanes are also provided on both sides of the street that are 5 feet in width which allows for bicyclists to travel up and down First St safely. Diagonal parking is also implemented on both sides of the First St, which are broken up by separate parklets, with a width of 14 feet, to make the uses in the area more accessible from the public roadway. There is only one lane provided on both sides of the street which have a width of 10 feet and are separated from one another with a 2-foot buffer that includes bioswales with trees within them to implement a safe mixed use neighborhood environment.

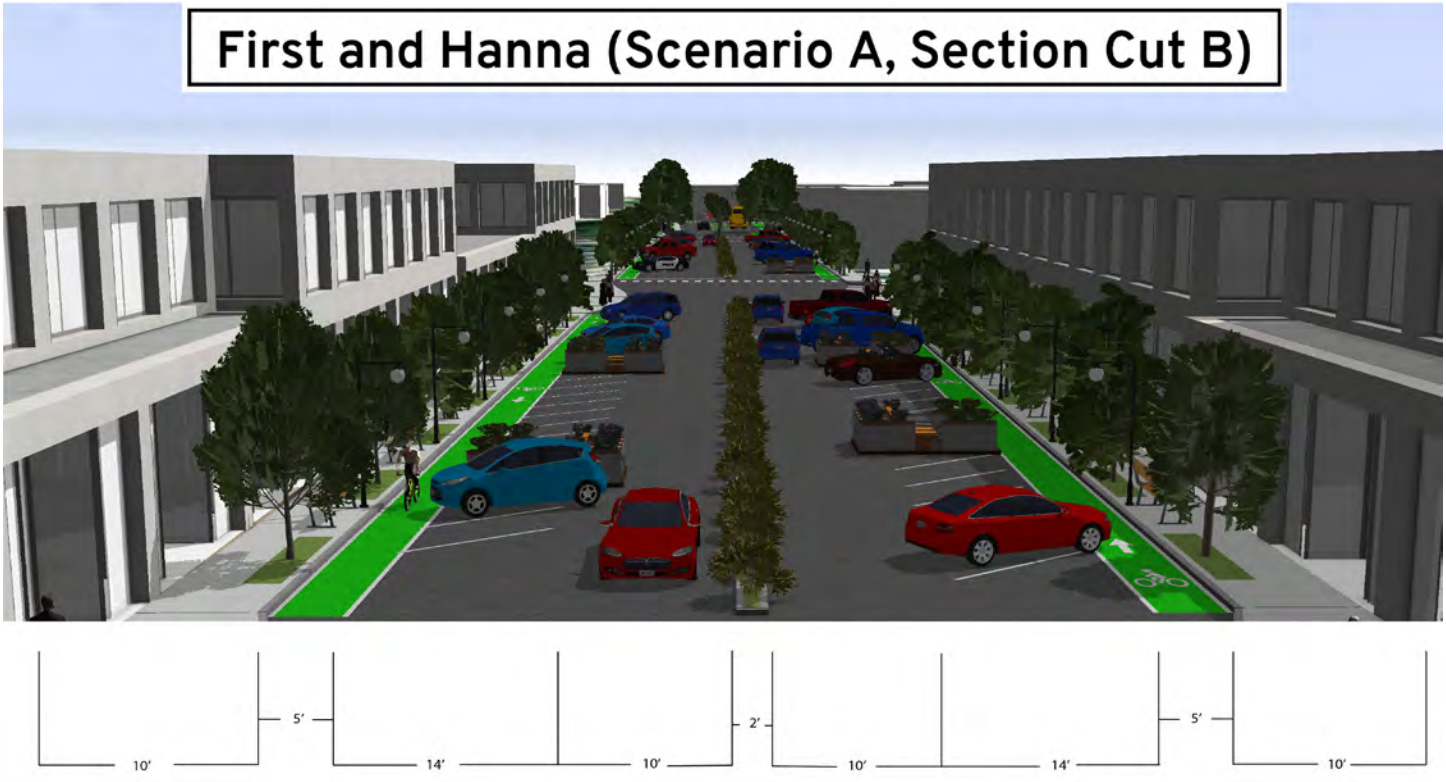

Figure 5.12 First and Hanna, Section Cut

Building Typology and Zoning Regulations

OVERVIEW

The distinctive typologies are inserted to compliment the spatial organization, scale, and design process. The given form of each building is in alignment with the urban fabric, ranging from large to small spatial diversity. The various typologies categories depend on the configuration of the way the building relates to the urban tissue. Most typologies are formed as a basic linear block type. The typology of the buildings identifies the function of the space and its most suitable structural composition. Most typologies signify a quantitative increase in size, subject to the number of units and scale that's appropriate to the setting. The map has an organic arrangement of building within its prevalent context. As exhibited on the map, the buildings are in alignment with the urban infrastructure and land resources. The typologies generally consisted of irregular shapes, displaying the definition of building types and shapes which will conform to areas between streets and public spaces.

For Scenario A, the corridor is constructed into certain building types to fit our "Neighborhood Scenario" design. Therefore, the site comprises mainly medium, low rise residential, and commercial buildings. The building heights range from 1 floor to 3 floors maximum. The residential buildings displayed are curated in order to coincide with the surrounding residential homes already in place. Open space is also presented throughout the entire site; the dark green spaces displayed on the building typology map represent public spaces that anyone has access to and are connected to the main paseo. On the other hand, semi-public areas which are depicted as light green are areas for certain residents that aren't connected to the main paseo.

Of the differing building typologies exhibited on the map, the most frequently used building is defined as irregular, which generally signifies the large retail convenience stores. The site comprises: multi-family residential units and townhomes. The townhomes are aligned in a linear row pattern and the multi-family residential buildings are dispersed unsystematically. Most of the large apartment buildings are arranged in an L shape building form throughout the entire corridor. The building height is in accordance with the scenarios theme, "Neighborhood Setting", which has a maximum height of 3 stories and a far that's less than 1. The urban setting of scenario A is classified as medium density residential, therefore, the configuration and alignment of buildings were grouped in areas in similar classifications based on characteristics such as building height and width.

Figure 5.13 Map detailing the building typologies throughout the First Street Corridor

Figure 5.14 Map Detailing building height in First Street Corridor, under Scenario A

ALLOWED USES

Zoning Label: Neighborhood Commercial (C1)

Allowed Uses: The city's C1 zoning permits lower intensity stores and operations that cater towards residents in the surrounding areas. Possible uses include cafes, banks, and printing stores.

Zoning Label: Shopping Center Commercial (C3)

Allowed Uses: C3 zoning is meant to stimulate areas with high volumes of customers such as large grocery stores, retail stores, and restaurants.

Zoning Label: Mixed Use Commercial (MU-1)

Allowed Uses: The MU-1 zone's primary uses include a mix of retail, commercial, and residential. These services are intended to serve the surrounding neighborhood.

Zoning Label: Mixed Use Commercial & Office (MU-2)

Allowed Uses: MU-2 zone is intended to provide commercial uses in the first floor and medium density office spaces above it. The goal of this zone is to focus more on retail and office uses over mixed-use commercial.

Zoning Label: Public Facilities (PF)

Allowed Uses: Public Facilities zone allows for a wide range of services. This includes community centers, religious institutions, clinics, libraries, and schools.

Zoning Label: Professional Office (PO)

Allowed Uses: This zone allows for medium density office uses. This includes corporate offices, health care offices, and shared office spaces.

Zoning Label: Medium-Density Residential (R3)

Allowed Uses: The R-3 zone allows for multifamily residential. This includes multi-story apartments, condominiums, and townhomes.

Zoning	Maximum FAR	Land Coverage	Front Setback	Side Setback	Back Setback	Maximum Height
Proposed						
MU-1 - Mixed Use Commercial	1.00	34%	10 ft	10 ft	10 ft	40 ft
MU-2 - Mixed Use Commercial & Office	0.46	26%	10 ft	10 ft	10 ft	30 ft
PO - Professional Office	0.64	32%	10 ft	10 ft	10 ft	23 ft
R-3 - Medium Density Residential	0.71	29%	12 ft	12 ft	12 ft	36 ft
Existing						
C1- Neighborhood Commercial						
C3- Shopping Center Commercial						
PF- Public Facility						

Existing Uses will keep current zoning standards

Figure 5.15 Zoning standards under Scenario A

Figure 5.16 Proposed zoning within the Corridor under Scenario A

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CHAPTER 5

Scenario B

Harvest to Home

Concept

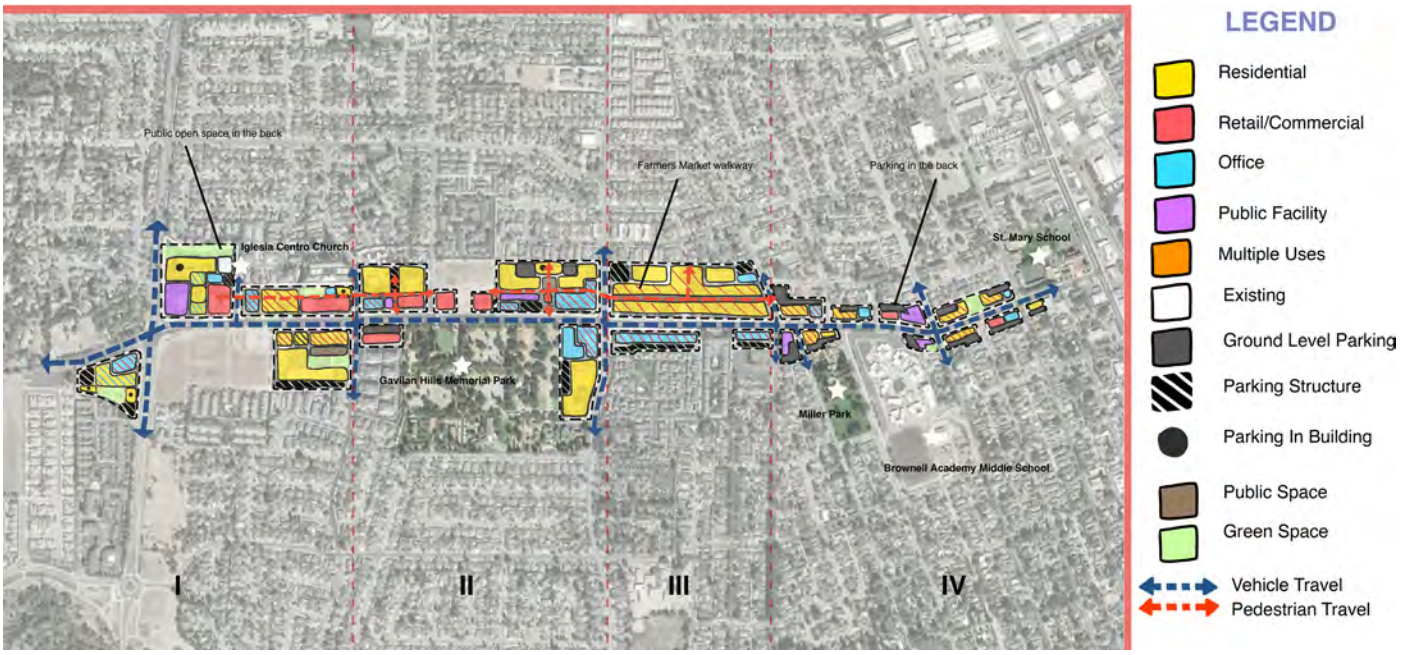

Figure 6.1 Conceptual Diagram for Scenario B

OVERVIEW

The Harvest to Home scenario's theme involves agricultural business with an emphasis on open-public space. Some of the additional characteristics include multiple mixed-use developments, interesting plazas and pathways, plenty of available parking, and context aware design.

A few of these design choices can be seen in the concept diagram. There is a continuous passageway through the site which is defined as a farmers market walkway. The idea is to connect the entire area while opening opportunities to open public space commercially. Keeping the parking in the back as well allows the front streetscape to be opened up and not overwhelmed by obtrusive parking. This allows for the area to possibly improve the overall streetscape, something that is desperately needed.

Section I- In this section located on the left side of the map, the connection of the farmers market pathway travels through towards the edge. The very bottom left gives us an example of a mixed-use emphasized site. This section decided on keeping the Iglesia Centro Church as part of the site and building around it. Lastly there is an addition of a public facility on the corner of the site.

Section II- This section again contains the farmers market pathway that is travelling through the entire site, this pathway splits off into different subsections. The section has two major public space hubs right at the crossroads of the pathway and again a heavy emphasis on parking in the back to alleviate space towards the front of these developments.

Section III- As well, this section retains the large farmers market pathway, this time leading it into a large mixed-use residential structure with again a large public place in the middle. Parking is once again focused to the back of the site and towards the bottom there are some mixed use office buildings with retail.

Section IV- This is where the pathway ends or breaks and there is more emphasis on streetscape, parking in the back development here. Multiple public facilities are located in this section to be geographically close to the schools and parks. Some of the historical buildings that were on the left remain and are now a part of the site.

GOALS

Goal 1: Create a connection to agriculture to cultivate a nourishing environment for both tourists and residents.

Policy 1.1: Embrace Gilroy's rich cultural history and promote unity by uplifting the past through agriculture business events in new public spaces including a permanent farmers market.

Policy 1.2: Protect pre-existing uses such as the grocery markets by relocating to other parts of the site, or incorporating them into the new design.

Policy 1.3: Incorporate pedestrian pathways connecting public plazas throughout FSC.

Policy 1.4: Incorporate a multipurpose pavilion capable of supporting food vendors or events to create an economic anchor for both tourists and residents.

Goal 2: Promote use of mixed-use medium density residential and retail that promotes a small-town feel

Policy 2.1: Change zoning codes and regulations to allow more mixed-use, medium density housing and retail areas.

Policy 2.2: Utilize housing as a strategy to help create a safe, livable, and sustainable "neighborhood-like" corridor.

Land Use Distribution

OVERVIEW

The land use distribution in our harvest to home scenario has a strong focus on medium density mixed use developments being located around a paseo that runs through most of the project. Along First Street there will be primarily Office and Retail spaces, with some residential mixed-use buildings. Parking is planned to be towards the backs of the parcels, mostly to provide more private spaces for residents, but also to keep prime real estate for uses that will better serve the community.

DISTRICT 1

District 1 of our project is the furthest west district of our project and encompasses the intersection of First street and Santa Teresa Boulevard. The south west corner of the district houses room for medium density residential and office uses. Parking for this area of the district is located on the first floors of buildings and in a parking structure. The north east corner of the intersection hosts the first of two hotels, giving tourists a space to stay, and providing a strong start to the paseo. This area also has mixed use buildings, the majority of which house just residential and retail, but there are a couple buildings that also have office uses. Much like the overview of our land uses, the majority of the residential and parking is towards the back of the site. This area of the district preserves the preexisting church, which has been marked as a historical building. This district has many community gardens which add to the harvest to home theme that runs through the entire project. Going further west there are less residential uses, as the plaza becomes more oriented towards shoppers. To the south of first street, there is a larger residential complex as it is not connected to the paseo and is a more private area.

Figure 6.2 Overview of District 1, showcasing the hotel and the beginning of the paseo.

DISTRICT 2

District 2 runs east between Kern Ave and Wren Ave. This district of the project houses mixed use retail/office along First street, and lines the other side of the paseo with mixed use residential/retail. The first spot of this district, just in the south east corner of the First St. and Kern Ave intersection, is a new spot for a grocery market, as it was important for our group to preserve some of the existing uses. This district includes more office and retail mixed uses, which can be seen in the eastern end of this district. This same area has more community gardens for residents and follows the same design guideline of putting parking towards the back of the site, albeit for the two parking structures for people who come to the corridor for shopping or recreational reasons. On the South west corner of First Street and Wren Ave., is a small office park with a couple of retail uses for people working, living nearby, or passing by this part of the project.

Figure 6.3 Overview of District 2, showcasing mixed use office/retail towards First St. with parking and residential uses towards the back of the parcel.

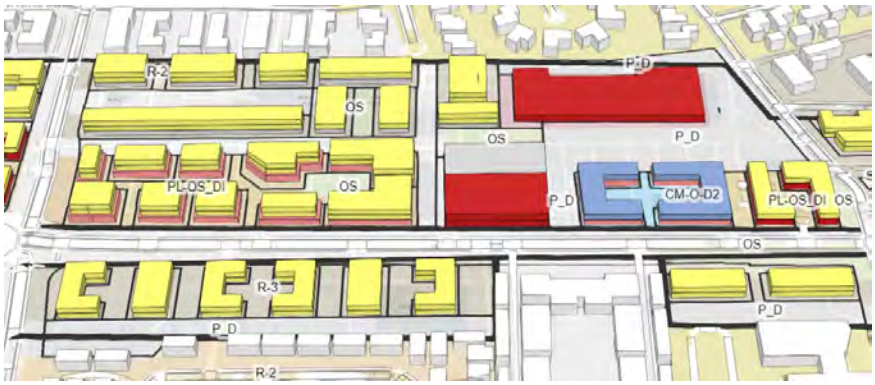

Figure 6.4 Overview of District 3 which will serve as a focal point of the paseo and house a farmers market.

DISTRICT 3

District three of our site aims to be the main focal point of the site. Here the paseo will open up to a larger plaza that will host an area for a farmer's market. District 3 has the most residential buildings in the corridor, but still has many mixed uses to serve those of the community coming to the project to shop. This area is served by a large parking structure in the north east corner of the main parcel. Again, sprinkled throughout the site are community gardens that allow space for residents to grow their own produce.

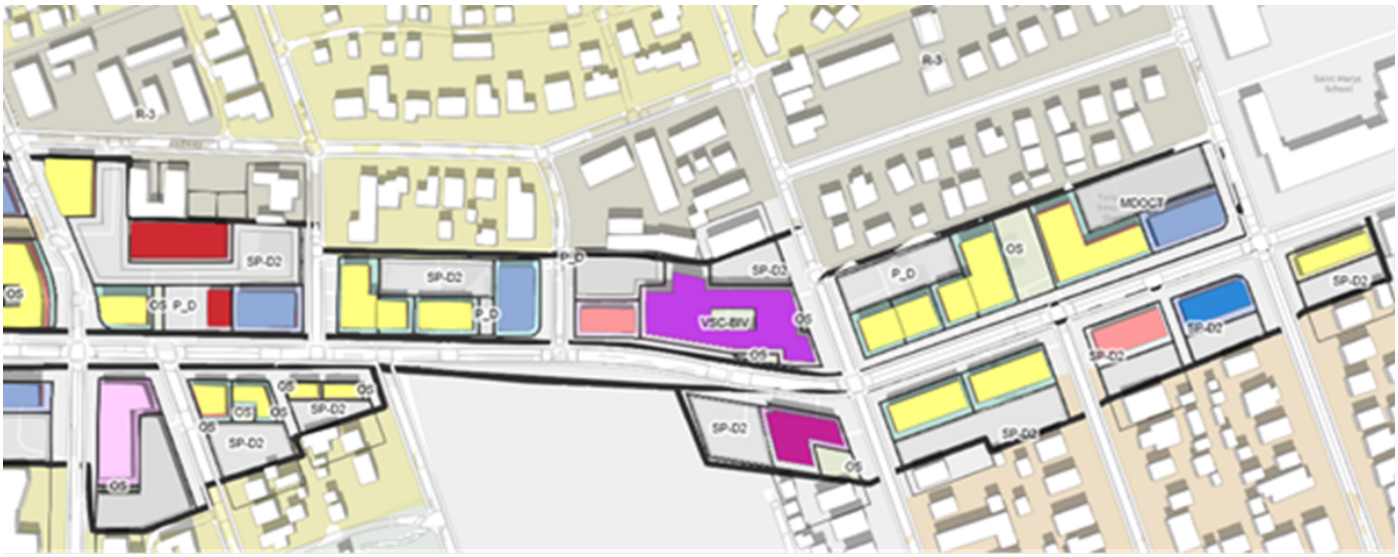

Figure 6.5 Overview of District 4, showcasing similar land uses, albeit at a lower density.

DISTRICT 4

Moving further east down the site into district 4, similar land uses continue, mostly mixed use residential/retail, but in lower densities as the project begins to mix with existing buildings. This district sees the end of the paseo, as there isn't enough room for it, and many of the buildings are smaller to fit similar footprints to existing buildings. Even at the smaller scale, our design principles can still be seen here, with parking located in the back of parcels. District 4 also has our second hotel, located on the corner of First St. and Wayland Ln.

Land Use Statistics and Capacity Indicators

Scenario B is made up of a total of 3,635,433 Square feet of development and 3345408 total lands. There is 1,436,770 SF of residential with 1690 units. There are 700,060 square feet of commercial space and 402,550 square feet of office space with 107,116 square feet of hotel and an additional 88,408 square feet for other uses. Additionally, there are 900,529 square feet of parking structure with 2,863 parking spots and 332,595 square feet of surface lot with 1392 parking spots. The remaining 134,148 square feet is dedicated to green space and open space. The total FAR of the site comes out to 1.09. The maximum building story for scenario B is 4 stories and the minimum is 1 story. There is a maximum front set back of 15 feet and a side set back of 12 feet.

The population of Scenario B is 3,343 with 1,805 households and 1,834 jobs. In comparison to the other scenarios, Scenario B has a higher Energy Use, Co2 Emissions, and Water Use than Scenario A, but is lower in all those categories than Scenario C and D.

Capacity Indicators	Population	Households	Jobs	Daily Trips	Energy Use	CO2 Emission	Internal Water Use	External Water Use	Waste Water	Solid Waste
Scenario A	2,726	1,472	363	3,090	181,878 kWh/d	22 t/d	168,160 gal/d	72,069 gal/d	147,981 gal/d	8,424 lb/d
Scenario B	3,343	1,805	1,834	5,177	273,619 kWh/d	36 t/d	243,702 gal/d	104,444 gal/d	214,457 gal/d	12,397 lb/d
Scenario C	5,028	2715	3283	8,311	408,782 kWh/d	63 t/d	368,629 gal/d	157,984 gal/d	324,393gal/d	19.426 lb/d
Scenario D	5,354	2,891	2154	7508	405,740 kWh/d	53 t/d	369,439 gal/d	158,331 gal/d	325,106 gal/d	18,688 lb/d

Figure 6.6 Breakdown of various capacity metrics across all 4 Scenarios

Circulation

PEDESTRIAN CIRCULATION

The pedestrian circulation map is an illustration of the various primary and secondary routes offered within our site. We have proposed that the primary route stretches along First street and goes through the Paseo because it is a busy location with increased foot traffic. The secondary routes are located by neighboring businesses and spaces that have less traffic.

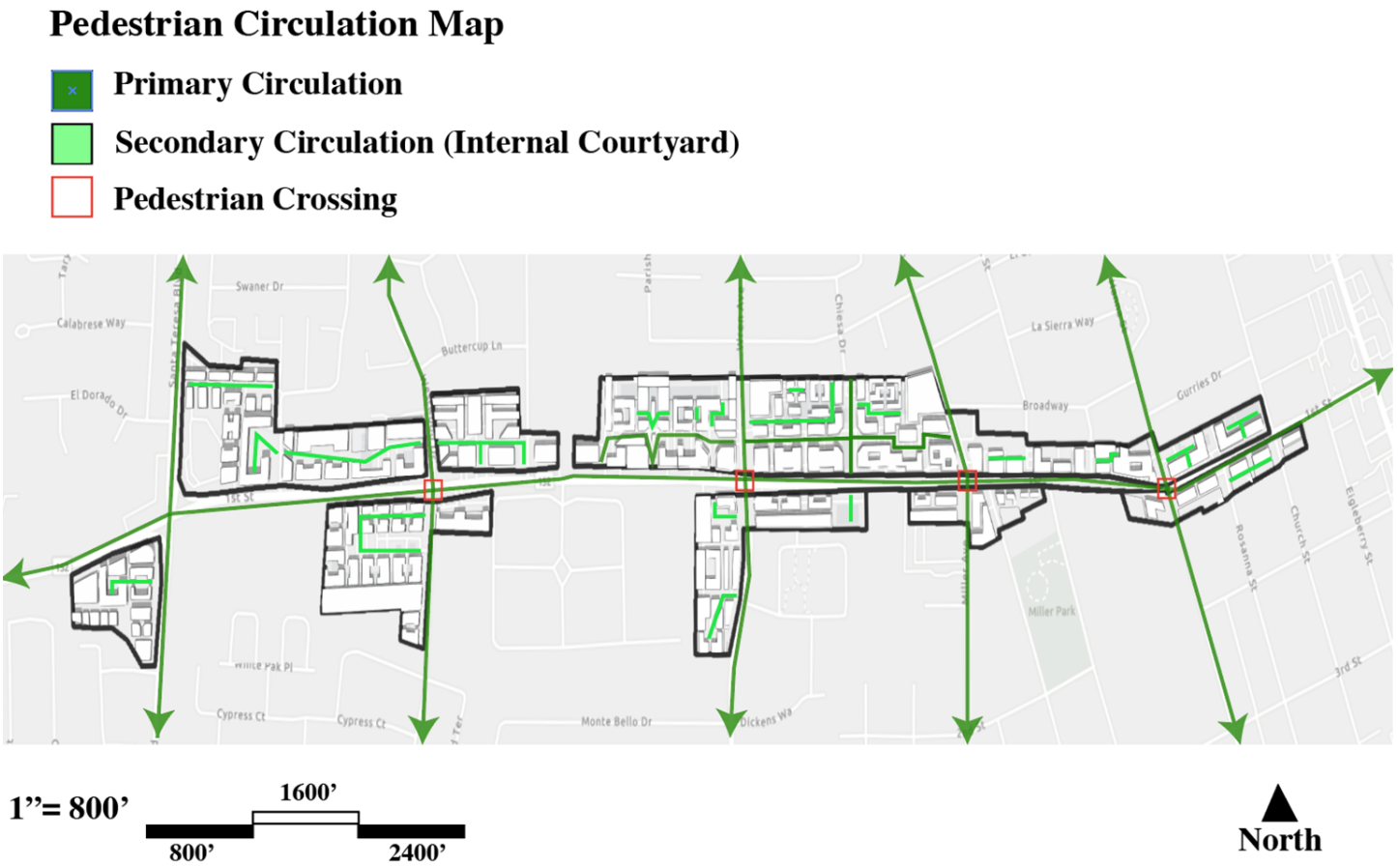

Figure 6.7 Pedestrian circulation map representing the primary and secondary circulation.

TRANSIT CIRCULATION

The transit circulation map is representing the bus route currently in place and our proposal of a new bus route including stops. We have proposed to have the bus route along First street and its connected side roads. In addition, we propose to have more bus stops, especially by the farmers market to allow for easier access and smoother transportation.

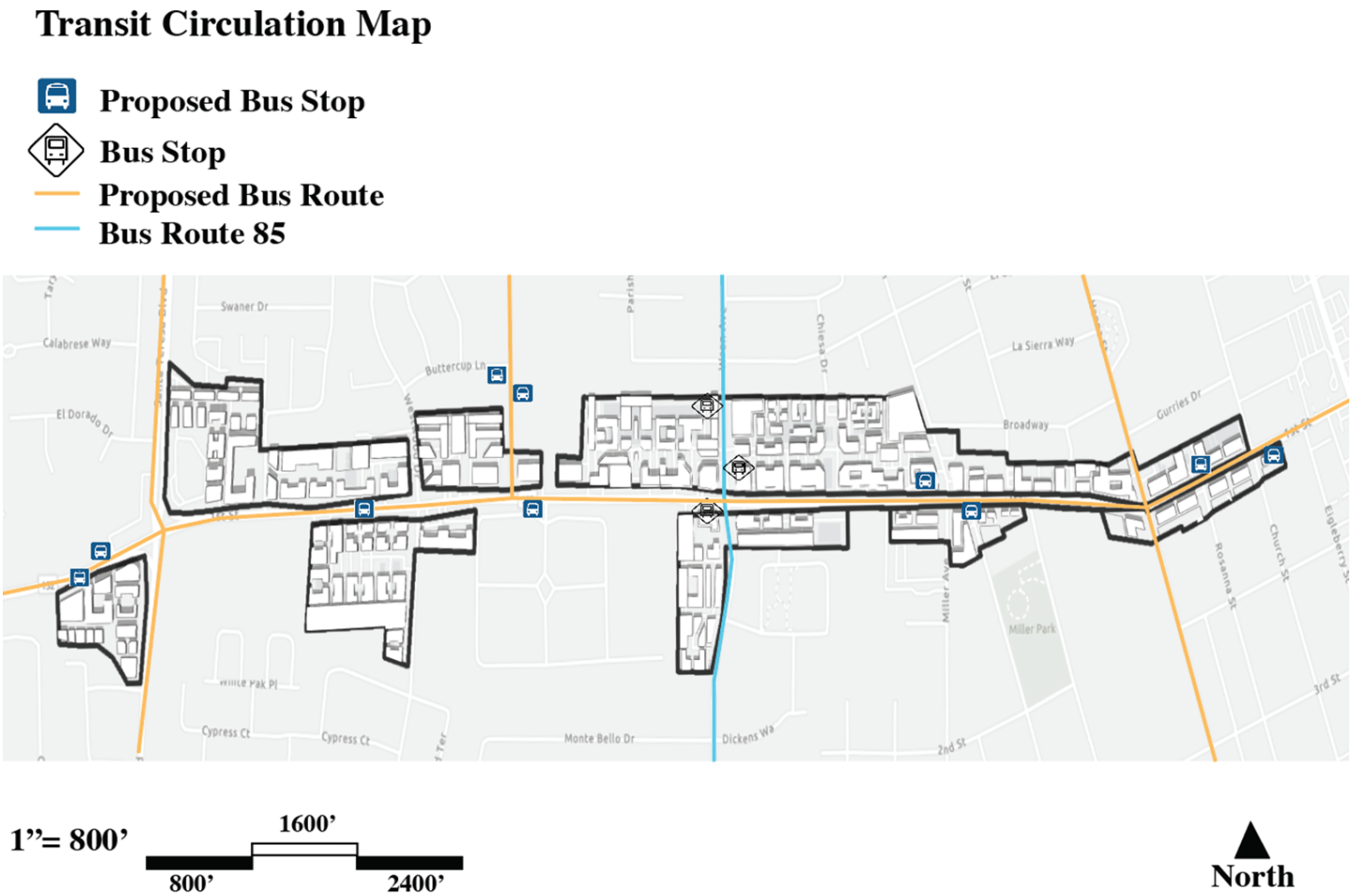

Figure 6.8 Transit circulation map representing existing and proposed bus routes/stops.

VEHICULAR CIRCULATION

The vehicular circulation map is an illustration of the primary, secondary, and tertiary routes throughout the site. We have proposed surface parking and parking structures that are strategically placed for optimal access. Lastly, we can see the 5 major intersections that are located throughout our site giving us an idea of the vehicle network.

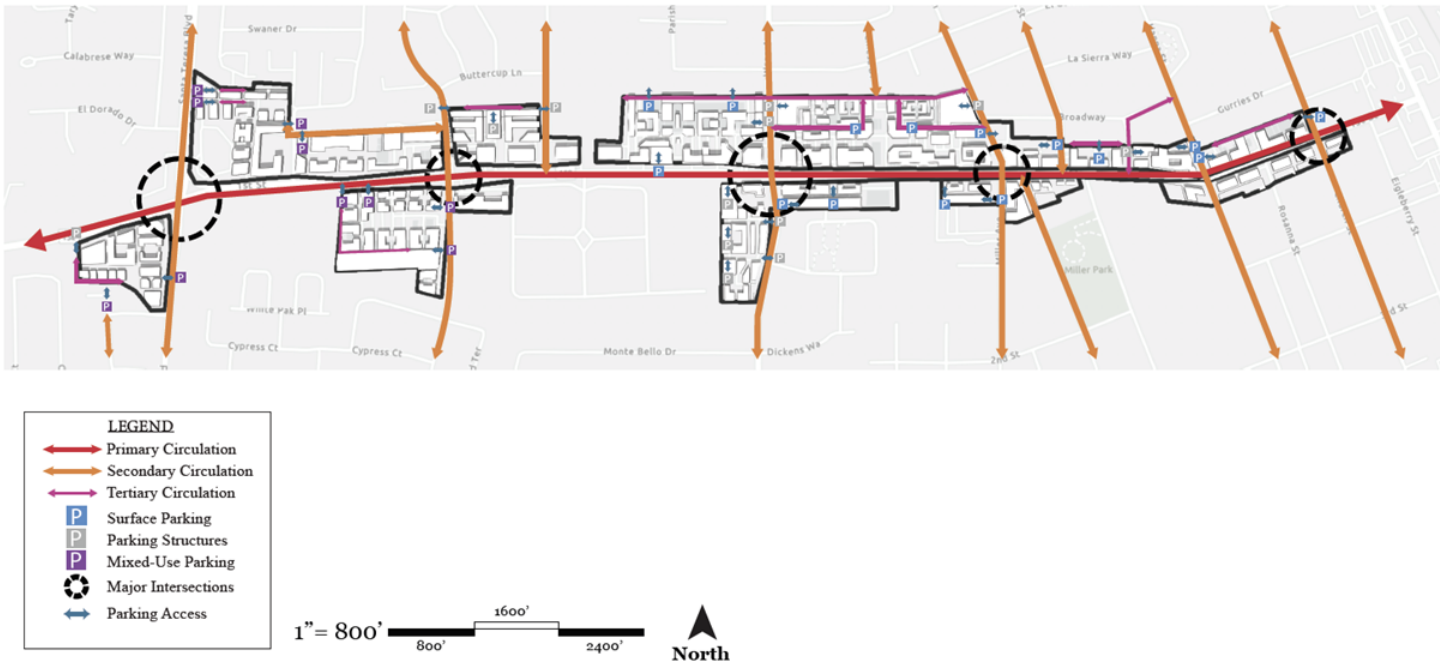

Figure 6.9 Vehicular circulation map representing the primary, secondary, and tertiary routes as well as parking and major intersections.

BIKING CIRCULATION

The biking circulation map is representing the bike lanes that will be located on and off the streets. We are proposing that through the paseo there will be two 5-foot bike lanes separated by a green buffer from the sidewalks. We plan to offer diverse biking routes including four different locations in our site that have bike lockers and racks.

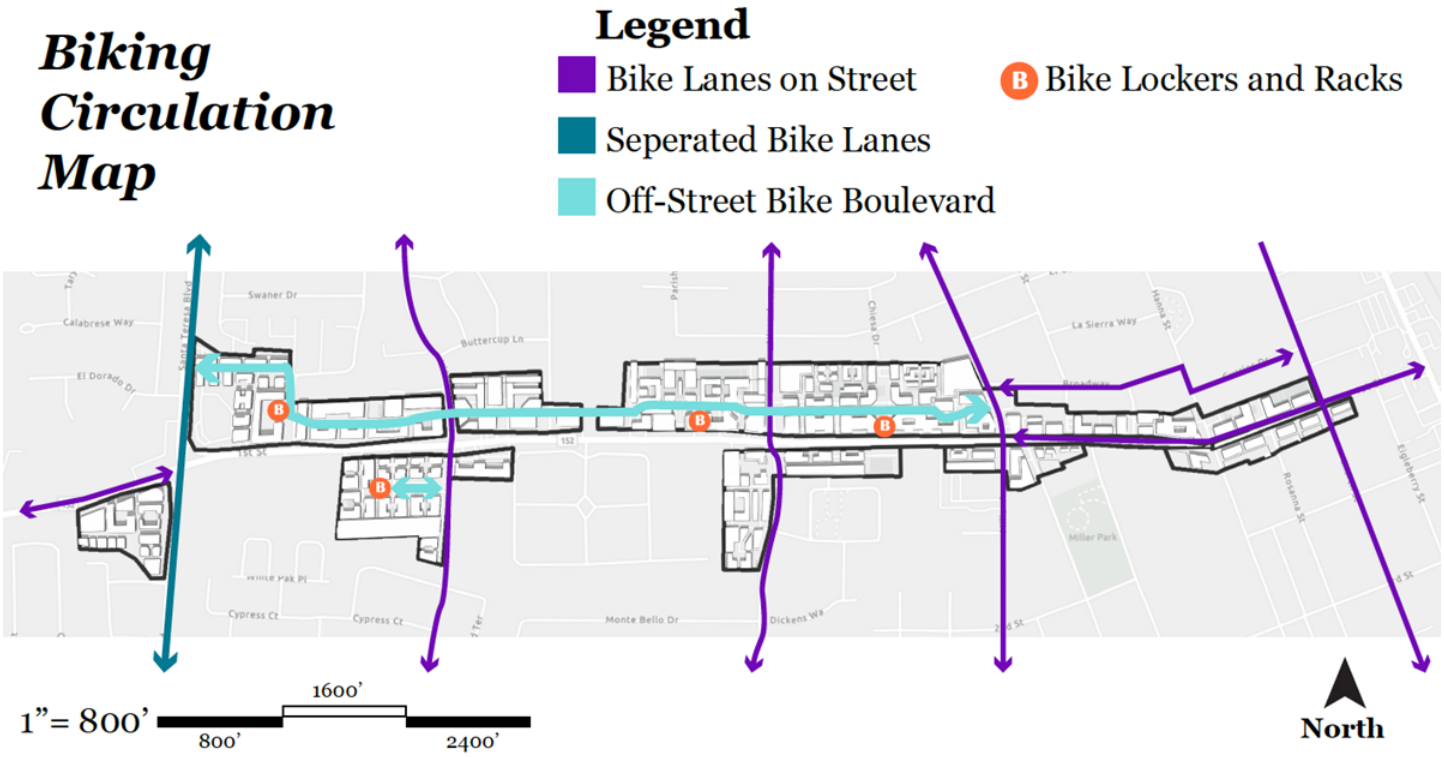

Figure 6.10 Biking circulation map representing bike lanes on and off the street as well as lockers and racks.

Street Sections

1ST AND ROSANNA STREET

The 1st Street Section at Rosanna Street is an illustration of the streetscape. We have proposed East and West Bound drive lanes (10'), East and West Bound bike lanes (5'), and wide sidewalks to encourage pedestrian activity (15'). The 1st Street Section demonstrates a multi-modal oriented 1st Street thoroughfare. Pedestrian traffic is highly encouraged along this section of 1st Street as the Paseo ends on Miller Avenue. The sidewalk is widened from 10 feet to 15 feet in order to accommodate for a pedestrian friendly theme, and a plant buffer shields pedestrians from vehicular traffic. In addition, vehicular traffic lanes are only 10 feet wide to encourage traffic calming. This section shall act as a seamless transition into Downtown Gilroy.

1st Street Section

First Street and Rosanna Street

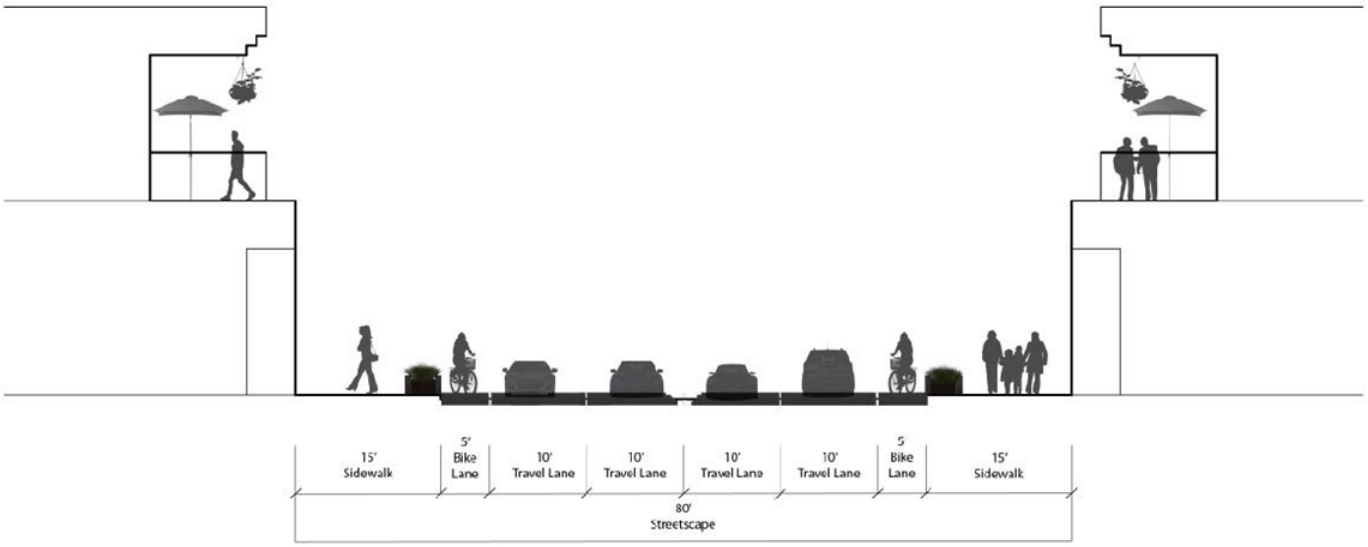

Figure 6.11 1st Street Section at Rosanna Street illustrating the multi-modal oriented streetscape.

1ST AND WREN AVENUE

The 1st Street Section at Wren Avenue is an illustration of the streetscape. The total right of way is 110 feet, and within this space we have proposed East and West Bound drive lanes (10'), green dividers for traffic calming (3', 5', and 10'), a loading zone to serve retail along 1st Street (12'), and sidewalks (10'). The 1st Street Section demonstrates an auto-oriented 1st Street thoroughfare. Pedestrian traffic is not encouraged on 1st Street, but rather is directed to the paseo which leads to the proposed permanent outdoor Farmers Market. Additionally, another significant feature in this streetscape design is proposed loading zones. Proposed loading zones are interspersed throughout 1st Street to serve the back of retail buildings, which face 1st Street. While retail stores will mainly front the pedestrian paseo, one can be assured that additional retail stores will front the 1st Street as well to promote an active 1st Street Corridor, especially near the Farmers Market.

1ST STREET SECTION:

Typology: While the interior pedestrian paseo of Harvest to Home provides a walkable environment, the 1st street itself is dedicate to provide an effcient viaduct with expanded lanes and dedicated oading zones for businesses facing the paseo.

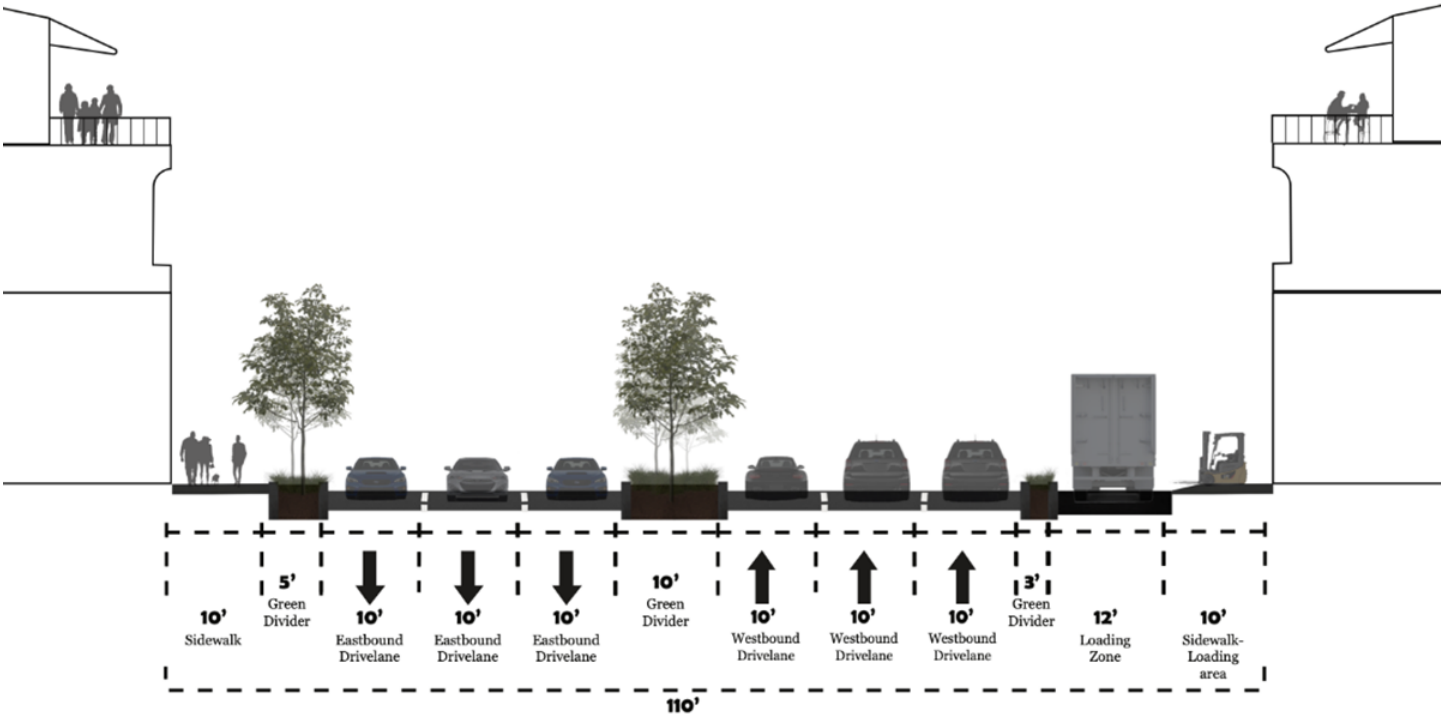

Figure 6.12 1st Street Section at Wren Avenue illustrating the auto-oriented streetscape.

PASEO SECTION

The Paseo Section is an illustration of the streetscape at the given location. We have proposed sidewalks (10'), East and West Bound bike lanes (5'), and green dividers for traffic calming and urban furniture (5'). The Paseo Section demonstrates a multi-modal oriented paseo thoroughfare. The paseo is a significant feature in the Harvest to Home scenario as it winds through much of the corridor, and into the large open space for the outdoor Farmers Market. Buildings define the paseo's contour and path, and a mix of building typologies create interesting plazas and entrances to buildings. The paseo a safe, interesting path throughout the corridor serving residents and tourists. The paseo is very important as it helps to activate the abundant retail uses proposed.

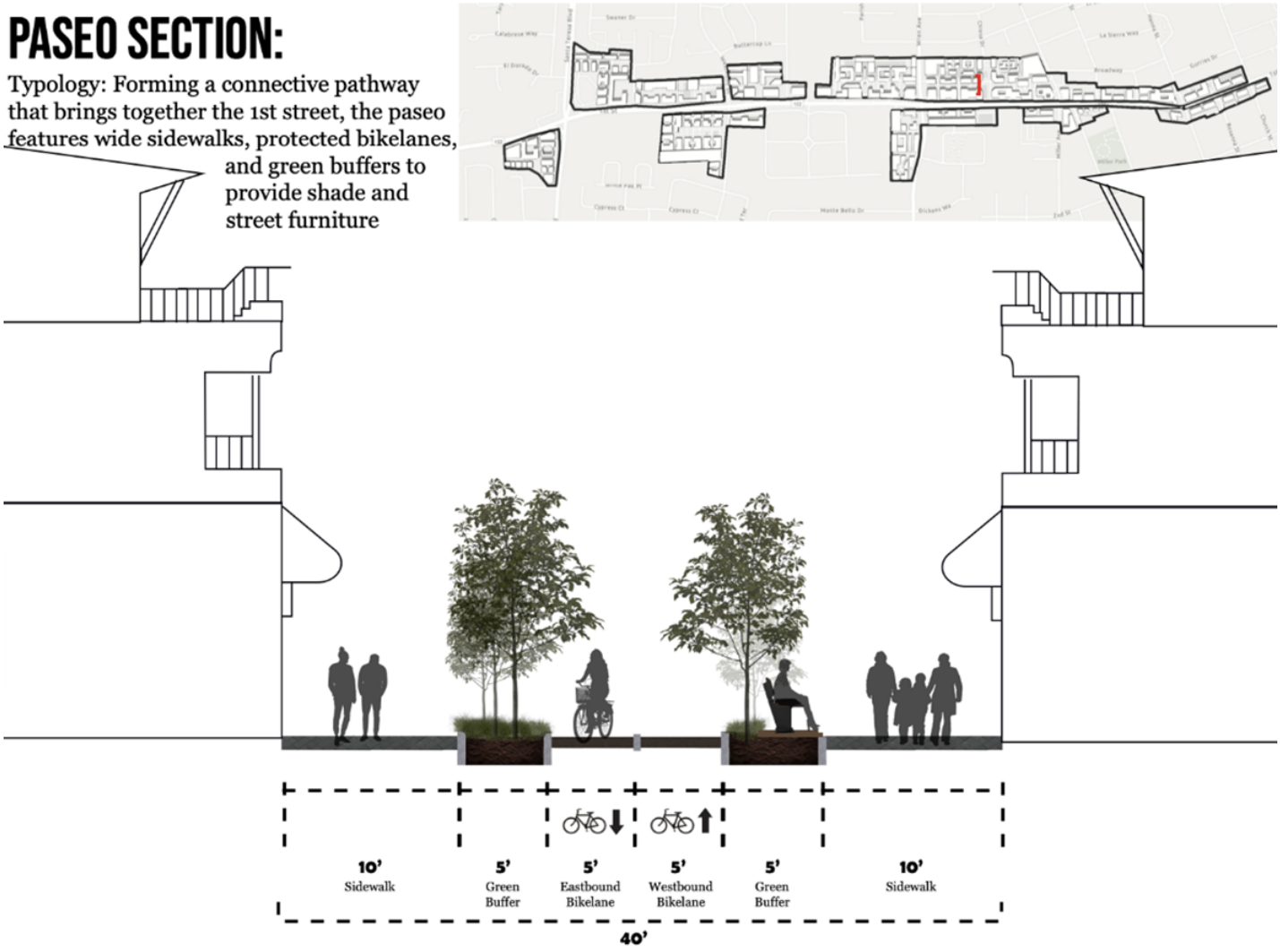

Figure 6.13 Paseo Section illustrating the multi-modal oriented streetscape.

Building Typology

BUILDING TYPOLOGY

The building typology map for Scenario B shows the different building types used throughout the project and how they are situated in relation to public and semipublic open space. The building typology of Scenario B reflects the project at large, helping to achieve its goals and policies. The large amount of L, I, and U-shaped buildings as well as some courtyard buildings aid in creating many areas of public and semipublic open space, some of which can be used as community gardens in support of the overarching theme of this scenario. This is also seen in the way that the different typologies used in District 3 frame the designated farmers' market space. In addition, all the typologies utilized work together to create the paseo that flows along the entire site, with the different forms making it more engaging as it winds around them. Other examples to highlight are the use of tiered buildings in Districts 2 and 3 to ensure that taller buildings are not disruptive and the use of hybrid buildings in Districts 1 and 2 to allow for first floor parking.

Figure 6.14 Map detailing the building typologies throughout the First Street Corridor

BUILDING HEIGHT

Similarly, the building height map for Scenario B helps to convey the central ideas that Scenario B is based around through the distribution of the number of stories along the project site. The max number of stories used throughout the project is three, with the three-story buildings concentrated directly along the center of First Street as well as St Teresa Boulevard which are both high traffic areas. The smaller 1-2 story buildings have been placed more heavily to the east of the project, where they help the project blend into the surrounding area and in the areas of the site that are closer to current residential areas to avoid disturbing residents.

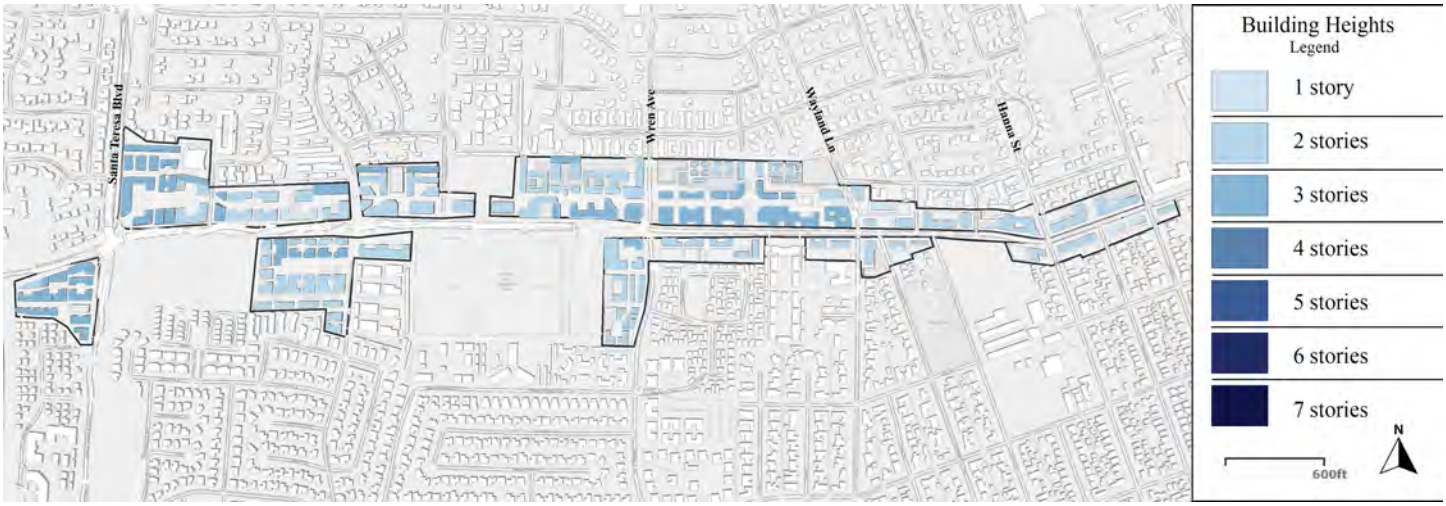

Figure 6.15 Map Detailing building height in First Street Corridor, under Scenario B.

Zoning Regulations

OVERVIEW

The current Gilroy Zoning Ordinance is based on a 2016 adopted ordinance, establishing geographic limits for long-term developments. The following sections describe development standards applicable to the 1st Street Commercial Corridor within the new zoning proposal. These standards and regulations are intended to indicate and guide project developers, designers, businesses, and property owners to meet the minimum requirements to provide high quality of life conditions and economic opportunities. Below is the proposed zoning map (Figure 6.16) and the proposed development standards for different zones within the corridor (Figure 6.17).

Figure 6.16 Proposed zoning within the Corridor under Scenario B.

Table 1: Development Standards

Zoning Type	Maximum FAR	Land Coverage	Front Setback	Side Setback	Rear Setback	Maximum Height
C-3	1.25	65%	10 ft	10 ft	12 ft	25 ft
MU-1	2.0	65%	10 ft	10 ft	10 ft	38 ft
MU-2	2.0	75%	10 ft	10 ft	10 ft	38 ft
R-3	2	60%	6 ft	6 ft	12 ft	38 ft
PF	1.25	65%	10 ft	10 ft	15 ft	30 ft
OF	1.25	75%	10 ft	10 ft	10 ft	30 ft
OS	n/a	100%	n/a	n/a	n/a	n/a

Figure 6.17 Building height, setbacks, and general development standards nder Scenario B.

MEDIUM DENSITY RESIDENTIAL USE (R-3)

The purpose of the Medium Density Residential (R-3) is to allow developments of diverse housing types with a density between 8 and 16 dwelling units per acre. The following regulations shall apply to every lot of the R-3 zone:

Allowed Uses: The R-3 allowed use is multi-family residential. This includes multi-story apartments, condominiums, and townhomes.

Floor Area Ratio (FAR): The maximum Floor Area Ratio in the R-3 zone shall be 2.0.

Land Coverage: R-3 zones shall have a maximum of 60% lot coverage. This encourages the availability of some open space for residents in the medium density housing zones.

Setbacks:

a) The buildings in R-3 zones shall have a minimum front setback of 6 ft from the interior sidewalk or parcel.

b) A maximum front setback of 12 feet from the public right-of-way (ROW). This increases privacy for those in 1st floor units and encourages healthy spacing of buildings.

c) The required side and rear setbacks for residential buildings shall be at least 12 ft.

Heights: The buildings in R-3 zones shall be a maximum of 3 stories (38 feet) tall. This includes parking that may be provided on the first or top floor.

Figure 6.18 Medium density apartments in Grant Park Neighborhood, Atlanta Georgia. Source: RCL Real Estate Consulting.

COMMERCIAL (C-3)

The purpose of the Commercial Zoning (C-3) is to designate land uses suitable for commercial uses of a low-intensity and neighborhood character. The following principal uses shall be allowed in the C-3 zone:

Allowed Uses: The C-3 zone allows a variety of commercial uses such as supermarket and general retail. Historic buildings found along the Commercial Corridor shall be preserved for their unique and cultural significance in Gilroy.

Floor Area Ratio (FAR): The maximum FAR for a 2 story retail in C-3 shall be 1.25. The maximum Floor Area Ratio for a 1 story supermarket in C-3 shall be 0.65.

Land Coverage: C-3 zones shall have a maximum lot coverage of 65%.

Setbacks: The buildings in C-3 zones shall be at least 10' in all directions (from the public right of way). There is an exception for buildings along 1st street that provide a covered pedestrian walkway, which can then have a 2' setback from 1st street.

Heights: Commercial buildings shall be no more than 25' tall. Supermarket buildings will be one story, but retail may be up to 2 stories.

Figure 6.19 Example of a Supermarket with 25 ft of height. Source: Supermarket News.

MIXED-USE TYPE 1 (MU-1)

The Mixed-Use Type 1 zone is established for the purpose of creating a medium density, mixture of various land uses in the 1st Street Commercial Corridor plan area. The following land uses shall be allowed in the Mixed-Used type 1 zone:

Allowed Uses: MU-1 zone is intended to provide commercial uses in the first floor and multi-family residential uses above it. This zone will support developments of a mix of use types ranging from antique stores to banks to clothing stores to restaurants and retail sales establishments located directly in front of sidewalks and paseos. Residential floors will be accessed from the sidewalk or paseo through lobbies.

Floor Area Ratio (FAR): For mixed-use developments, the maximum FAR shall not exceed 2.0, while the minimum FAR requirement shall be 0.75.

Land Coverage: MU-1 shall have a maximum lot coverage area of 65%.

Setbacks:

a) MU-1 zone requires all buildings to provide a minimum setback of 10 feet from the sidewalk or public street for ground floor uses.

b) Minimum setback reduced to 10 feet in front of paseos.

c) Minimum side setback of 10 feet from a nonresidential, residential, or mixed-use parcel.

d) Incorporate a combination of setbacks for upper-story floors, including a minimum setback of zero feet from the sidewalk, to provide an arcade sidewalk design.

e) Minimum rear setback of 10 feet from any other parcel, including from parking structure parcels.

Heights: All mixed-use buildings shall be a maximum height of 38 feet or three stories. This means that commercial uses can have a height of 20 ft, while residential uses have a maximum height of 10 ft per floor.

Figure 6.20 Example of mixed use developments with an arcade sidewalk in Santana Row, San Jose, California. Source: Pinterest.com.

MIXED-USE TYPE 2 (MU-2)

The purpose of Mixed-Use Type 2 is designed to provide an integration of retail and office spaces. In multiple story buildings, commercial uses are the predominant use for the ground floor. Business and professional office uses are permitted to be developed above retail uses. The following type of land uses shall be allowed in MU-2 zone:

Allowed Uses: The allowed uses for the MU-2 zoning are medium density retail, residential, office, and hotel uses. This zone allows for a mix of these uses and multiple stories. The goal for MU-2 is focused more on retail and office use, rather than residential like MU-1.

Floor Area Ratio: The maximum floor area ratio for MU-2 is 2.

Land Coverage: The maximum land coverage for MU-2 is 75%.

Setbacks:

a) MU-1 zone requires all buildings to provide a minimum setback of 10 feet from the sidewalk or public street for ground floor uses.

b) Minimum setback reduced to 5 feet in front of paseos.

c) Minimum side setback of 10 feet from a nonresidential, residential, or mixed-use parcel.

d) Incorporate a combination of setbacks for upper-story floors, including a minimum setback of zero feet from the sidewalk, to provide an arcade sidewalk design.

e) Minimum rear setback of 10 feet from any other parcel, including from parking structure parcels.

Figure 6.21 Four-story, mixed-use building with primary office spaces in Kansas City. Source: Opus AE Group, LLC.

Heights: Buildings within the MU-2 zones will have a maximum height requirement of 38 feet, and a maximum of three stories.

PUBLIC FACILITY (PF)

The purpose of the Public Facility (PF) zone is to allow developments of public, quasi-public, and institutional uses to provide a variety of uses that must offer beneficial services to the community and public.

Allowed Uses: This zone, unlike commercial developments, allows a wide range of services for the 1st Street Commercial Corridor, including community centers, day care centers, clinics, medical offices, libraries, schools (K-6), museums, and religious institutions.

Floor Area Ratio: For public facilities, the maximum FAR shall be 1.25. Minimum FAR shall be 0.75.

Land Coverage: The total lot coverage for public facilities must be 65%.

Setbacks:

a) The Public Facilities zone requires all buildings to provide a minimum setback of 10 feet from the sidewalk or public street for ground floor uses.

b) Minimum side setback of 10 feet from a nonresidential, residential, or mixed-use parcel.

c) Minimum rear setback of 15 feet from any other parcel, including from parking structure parcels

Heights: All public facility buildings shall have a maximum height of 2 stories or 30 feet.

Figure 6.22 A modern public facility building in the City of Dinuba. Source: SIM-PBK Architects.

OFFICE (OF)

The purpose of the Office (OF) zone is to designate developments of larger office buildings and business parks with supporting retail and service uses.

Allowed Uses: The OF zone allows for medium density office uses.

Floor Area Ratio: The maximum floor area ratio for OF zoning is 1.25.

Land Coverage: The maximum land coverage for OF is 75%.

Setbacks:

a) Office zoning requires all buildings to provide a minimum setback of 10 feet from the sidewalk or public street.

b) Minimum side setback of 10 feet from a nonresidential, residential, or mixed-use parcel.

c) Minimum rear setback of 10 feet from any other parcel.

Heights: OF zoned buildings must have a maximum height of 2 stories or 30 feet.

Figure 6.23 A two-story office building. Source: Horton, Harley, and Carter, Inc.

OPEN SPACE (OS)

The Open Space zoning is intended to be used for recreational, cultural, and public use that provides amenities and alternative gathering areas. The City of Gilroy has strong agricultural roots. Local farmers can sell their products once or twice a week at a designated public space. The paseo in the first street corridor is an open space zone which allows the use of farmers markets.

Allowed Uses: Open Space zoning allows for open space uses, farmer's market uses (temporary and permanent), general public use, and recreation activities. The main purpose of the OS zoning is to provide a designated space for local people to hold farmer's markets to preserve the agricultural roots of the city.

Land Coverage: The maximum lot coverage must be 100% of use.

Figure 6.24 Echo Park Farmers' Market Source: Sustainable Economic Enterprises of Los Angeles.

CHAPTER 6

Scenario C

The Pinnacle

Concept

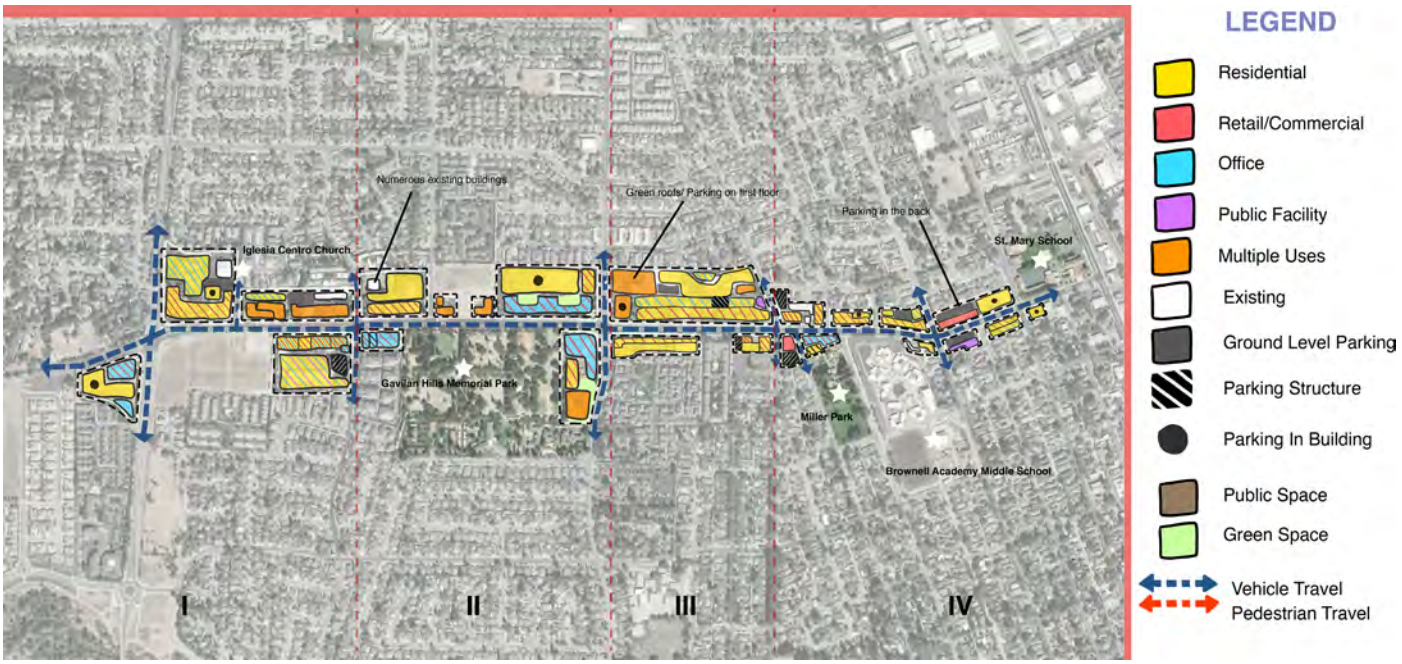

Figure 7.1 Conceptual Diagram for Scenario C.

The Pinnacle envisions the plan area as a vibrant, mixed-use region of Gilroy, highlighting its range of businesses and modern quality of life through a compact live-work development model. Added housing will be supported by an additional increase in jobs, bolstering the socioeconomic status of the region. The ground-level of First Street Corridor will serve as a permeable avenue for all to conduct life, work, and travel, prioritizing human-scale in design. The concept diagram illustrates a design that focuses on industrial and residential uses on the West side of the corridor which transitions into a higher density mixed-use core. The East side of the development works to transition from residential developments to Gilroy's downtown core through a lower intensity of mixed uses. Taller buildings in the core will have setbacks on upper floors to break up the massing of structures and establish human scale. The following goals and policies serve to guide and regulate development within the Corridor to ensure a cohesive and predictable pattern of development.

Goal 1: Establish the First Street Corridor as a regional live-work employment hub featuring a diverse range of business uses.

Policy 5.1: Attract business uses that provide jobs for a variety of skill sets and ages including neighborhood commercial, industrial, and office uses.

Policy 5.2: Create retail locations with a focus on high-density configurations oriented towards a walkable streetscape.

Policy 5.3: Provide jobs at a rate equal to or greater than the number of residents accommodated for within the Corridor.

Policy 5.4: Retain existing box stores and supermarkets already located in the Corridor, relocating when necessary to the western portion of the plan area, taking advantage of connections to Santa Teresa Boulevard.

Goal 2: Design an interactive, porous ground-level throughout the plan area and strategically cluster above-ground uses within the Corridor.

Policy 6.1: Promote small footprint retail uses on the first floor of mixed-use developments within key commercial regions of the corridor.

Policy 6.2: Allow restaurants, storefronts, and other compatible uses to utilize sidewalk and plaza space to increase façade permeability.

Policy 6.3: Create residential-focused neighborhoods towards the border of the plan area to blend building typology and usage intensity with the surrounding regions of Gilroy.

Policy 6.4: Prohibit surface lots and parking structures from abutting First Street.

Land Use Distribution

DISTRICT 1

At the entry of the First Street Commercial Corridor, the two parcels along Santa Teresa Boulevard utilize the corners to establish anchor shopping points. The rest of the parcels are designated as residential units, office spaces, and parking in smaller building typologies to create a transition from the surrounding neighborhoods. The top parcel will preserve Iglesia Centro, and the open space can be used for church events.

Figure 7.2 District 1 accomodates much of the lost large-format retail while still providing medium-density townhomes bordereing the existing single-family residential.

Figure 7.3 Overview of District 3 which will serve as a focal point of the paseo and house a farmers market.

DISTRICT 2

The parcels between Kelton and Westwood Drive include three to seven story buildings and is unique because this area includes light industrial uses among mixed uses and behind small businesses in the front. Residential is dispersed on the upper floors of the development. The top parcel has larger building footprints containing big-box retail such as grocery and department stores. Parking is located on the first and second floors of these buildings (Fig. 7.3).

District II focuses on promoting new businesses by having three to five story buildings containing retail and office. Businesses will share buildings to foster both a competitive and collaborative work environment. Retail areas on the first floor are cafes, boutiques, and restaurants, giving office workers convenient access to off-work activities. Open spaces are created through building corridors as well as greenspace rooftops around office and residential uses to provide a balanced live-work environment. District II will provide units that are affordable and aimed toward the workforce population.

DISTRICT 3

Transitioning into District III, this area shifts away from big business innovations of District II to one-story local businesses. These retail areas will sell specialized goods and services such as cafes, laundromats, barber shops, neighborhood daycares, gyms, and beauty salons. Office and residential uses are located in the middle and back of the parcels, similar to other districts. In addition, residents of this district will have easy access to communal open spaces (Fig. 7.4).

Figure 7.4 Communal open spaces are distributed throughout District 3 for residents to use.

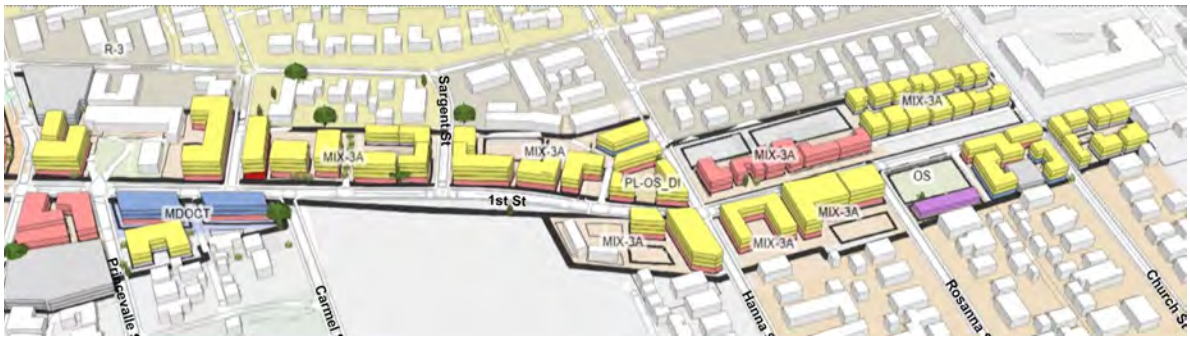

Figure 7.5 District 4 highlights a small granularity and transition into Downtown Gilroy

DISTRICT 4

District IV focuses on having 2-4 story smaller building footprints to maintain Gilroy's small-town feel. Additionally, the historical buildings Super Burger Drive-in and the retail strip on 621 1st Street will remain. There are two parking structures in this site to accommodate vehicles of the office buildings and surrounding retail. Most of the parking will be surface lots to decrease the usage of bulky parking garages.

Brownell Academy Middle School and St. Mary's School are located near this district, therefore low-density townhomes border them to prevent a significant increase in traffic. A majority of this district is filled with first-floor neighborhood commercial and 2nd floor residential to promote an active ground floor. Public plazas are also placed throughout the retail areas to allow for social gatherings. District IV will increase recreational opportunities in its area through the recreational facility and green space along Rosanna Street.

Land Use Statistics and Capacity Indicators

JOBS TO HOUSING RATIO

Scenario C "The Pinnacle" is intended to generate economic growth through dense commercial, office, and residential development as well as maintaining and relocating existing big box retail. Our scenario has a population of 5,028, which although it is slightly less than The Hub's (another high intensity development), we produce over 3,200 jobs, 1,000 more jobs than The Hub. This stands true with the purpose of our scenario for the First Street Corridor because the goal is to generate new business and create an economic hot spot in the city of Gilroy, while also maintaining a ratio of jobs to housing that creates a live work community. Our jobs to housing ratio is also higher as we have 3,283 jobs for 2,715 households and the Hub has 2,154 jobs for 2,891 households. To put in perspective the intensity we developed in our site, we have simulated 1800 more jobs than "Harvest to Home", an agriculture focused scenario, and 2900 more jobs than "El Pueblicto" , a neighborhood and pedestrian focused development.

ENERGY CONSUMPTION AND CO2 EMISSIONS

A denser development comes with higher energy consumption, water usage, and emissions. Our site will increase energy use within the area by 408,782 kWh/ day compared to a Scenario A producing only 181,878 kWh/day.

The Pinaacle's emissions count is the largest, due to the largest amount of jobs, retail, and commercial activity pulling vehicular trips into the corridor. However, urban model capacity indicators do not take into account the live-work environment that decreases day-to-day job commuting by car. The increase in emissions and trips will likely be from retail and commercial.

WATER USAGE

Another area that requires extra planning and strict accordance with Gilroy's water reduction initiative is the internal and external water use produced by our site. Gilroy has not projected such a high increase in water usage (368,629 gal/d internal usage & 157,984 gal/d external usage) and therefore residents and businesses will need to make a continued conservation effort.

CONCLUSION

In conclusion, our scenario is ambitious for the City of Gilroy, but it will bolster the economy greatly and provide a proper ratio of housing to jobs. Gilroy's economy and population is growing, and The Pinnacle is capitalizing on that growth, as well as planning for future progress. Overall, the Pinnacle will bring a sense of socioeconomic stability to the city of Gilroy through promoting local businesses, large retail, and various types of housing and community spaces within our site.

Capacity Indicators	Population	Households	Jobs	Daily Trips	Energy Use	CO2 Emission	Internal Water Use	External Water Use	Waste Water	Solid Waste
Scenario A	2,726	1,472	363	3,090	181,878 kWh/d	22 t/d	168,160 gal/d	72,069 gal/d	147,981 gal/d	8,424 lb/d
Scenario B	3,343	1,805	1,834	5,177	273,619 kWh/d	36 t/d	243,702 gal/d	104,444 gal/d	214,457 gal/d	12,397 lb/d
Scenario C	5,028	2715	3283	8,311	408,782 kWh/d	63 t/d	368,629 gal/d	157,984 gal/d	324,393gal/d	19.426 lb/d
Scenario D	5,354	2,891	2154	7508	405,740 kWh/d	53 t/d	369,439 gal/d	158,331 gal/d	325,106 gal/d	18,688 lb/d

Figure 7.6 Breakdown of various capacity metrics across all 4 Scenarios

Circulation

BICYCLE CIRCULATION

The development of first street provides us with a unique opportunity to improve bike infrastructure in Gilroy. Our circulation plan employs a variety of methods to encourage bike ridership, while also ensuring that it is safe, and does not conflict with vehicular circulation.

A key element to our circulation plan is the usage of bioswales to separate bike lanes from road traffic. These three-foot wide bioswales provide efficient drainage for the street and sidewalk, while also serving to create a dramatic separation between bikes and cars. This will protect both uses and will also slow traffic by effectively narrowing roads. Concerns of safety are one of the primary reasons that people choose to drive rather than bike, and frustration surrounding bicycles in traffic lanes is a primary reason why people will oppose bicycle transportation. We are confident that the bioswale separated bike lanes will negate both issues.

Storage for bicycles is another consideration taken into account in our circulation plan. We took several factors into account in locating bike storage. This storage needs to be safe and effective at preventing bicycle theft. One of the most powerful ways to achieve this is by locating the bike racks in highly visible areas. They also need to not block sidewalks and be located near to the cyclist's destination. With these considerations in mind, we placed bike racks primarily along First Street, at major intersections, in areas with larger setbacks, and at midpoints of blocks between buildings.

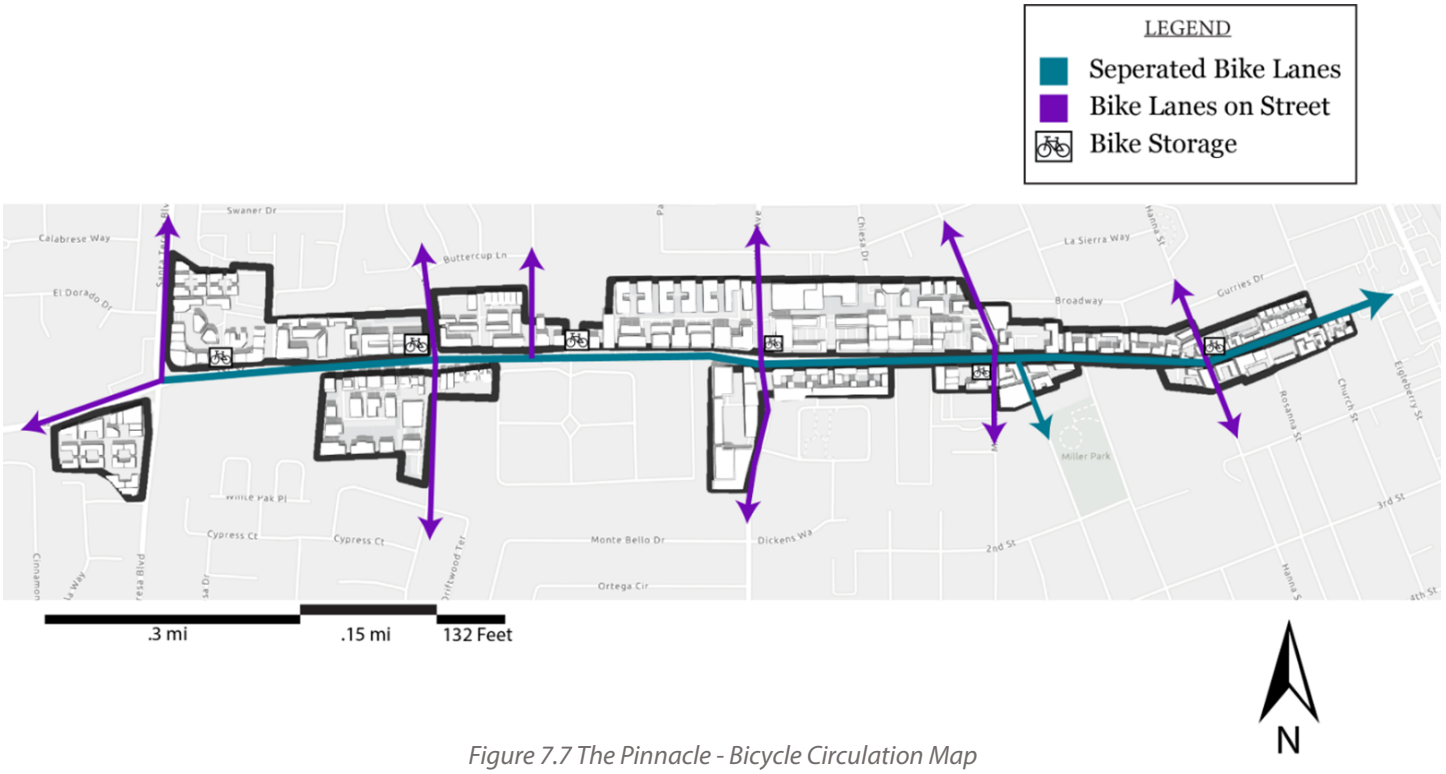

Figure 7.7 The Pinnacle - Bicycle Circulation Map

PEDESTRIAN CIRCULATION

The primary pedestrian flow is located along First Street and bleeds into the residential streets. To encourage and strengthen this pedestrian flow we placed commercial, retail land uses on the ground floor along First Street and placed the public open spaces and anchor stores along the existing pedestrian flow to encourage residents and community members to walk. We also included pedestrian crosswalks to make the pedestrian crossing experience safer and to improve the walkability along the corridor. These crosswalks where intentional placed at the major intersections along the corridor and mid-block in some of the districts. As for the internal pedestrian flow, this is located towards the inner side of First Street, and it follows the in-between spaces of the proposed building footprints. The internal pedestrian flow can be access through first street and it connects into the existing pedestrian flow that follows the main intersecting streets.

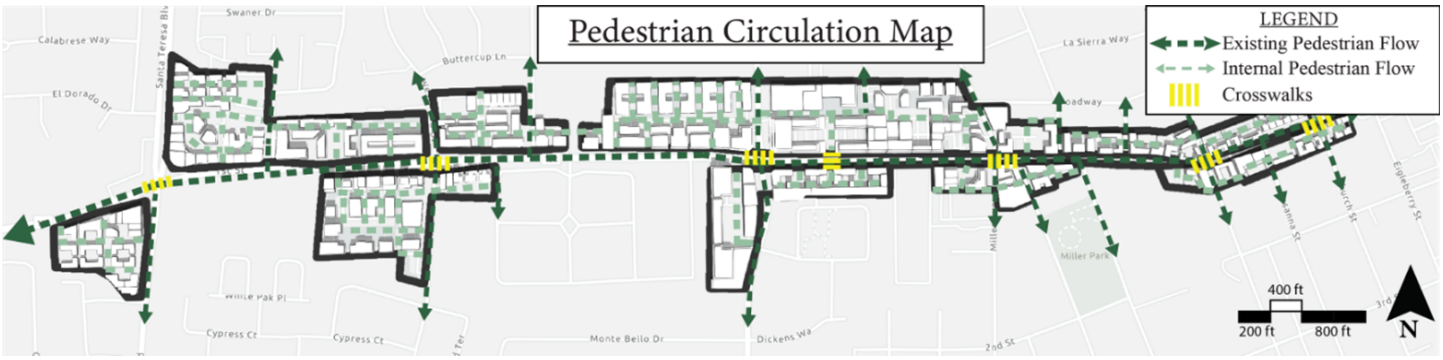

Figure 7.8 The Pinnacle - Pedestrian Circulation Map

VEHICULAR CIRCULATION

In our urbanized version of the first street corridor, the Pinnacle, we created a center for retail, high density living, business, and industrial activity. To accommodate this, there must be a well-organized and interconnected network of roads and parking locations so that each use can be easily accessed.

Our circulation plan as a whole builds upon the existing layout of the streets. Our vehicular circulation also adds connectivity throughout the individual blocks of the corridor. This is particularly noticeable to the west and in the center of the site. This is in part necessary because many of our buildings locate parking on the first or second floor of the structure and contain other uses above. Parking is arranged in this way to maximize land use efficiency and to allow a variety of options throughout the site. In addition to first floor parking, we also have provided two dedicated parking structures near uses that need to accommodate higher volumes. One of these is located on the block containing light industrial use, and the other is attached to our office park.

Towards the East of the site, there is less passage through the city blocks. This is intentionally done to focus movement through the main frontage street and towards downtown Gilroy.

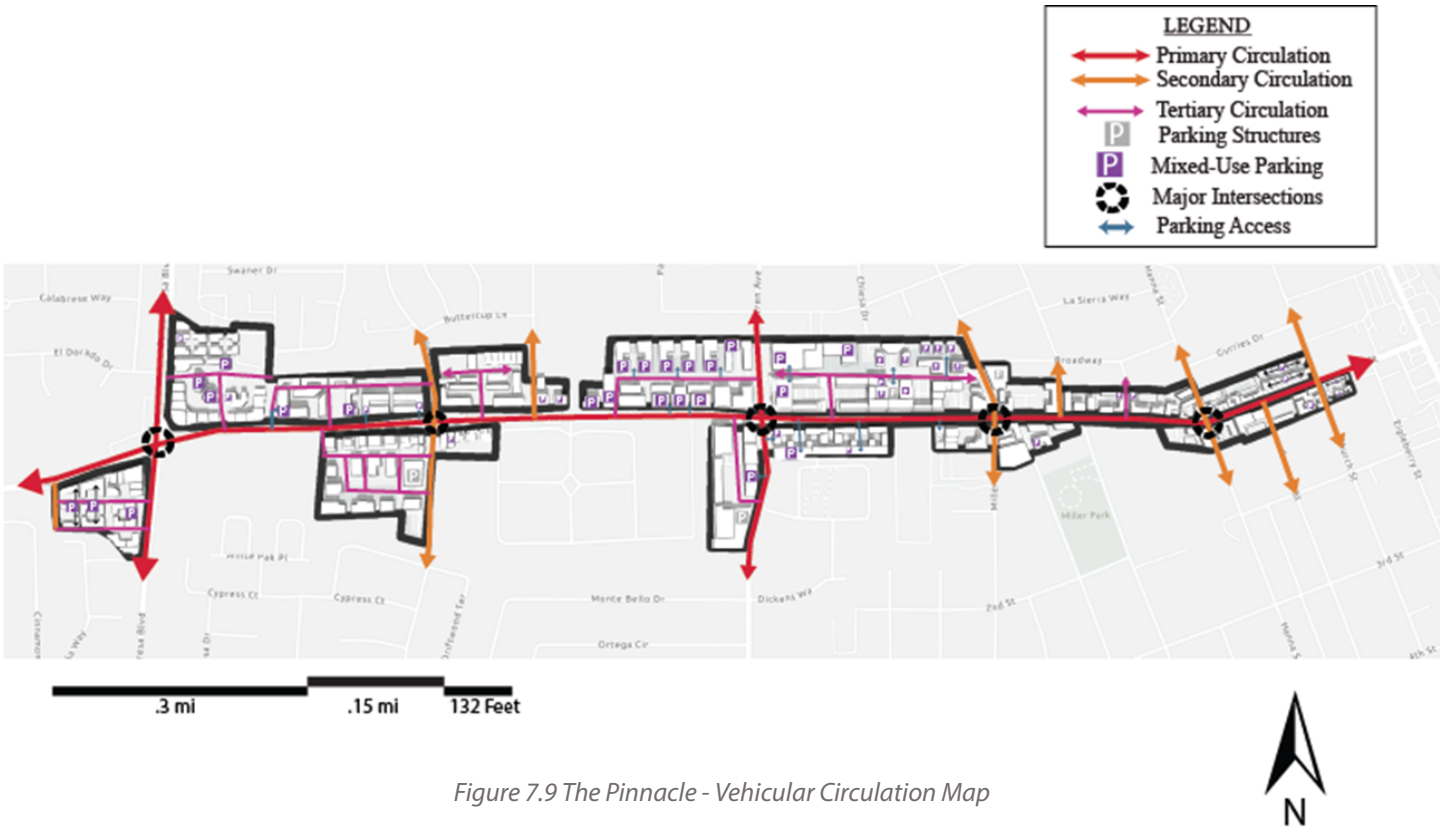

Figure 7.9 The Pinnacle - Vehicular Circulation Map

TRANIST CIRCULATION

The proposed transit circulation map indicates that there will be 5 streetcar access points from locations along the east and west side of First street such as First St. and Santa Teresa Blvd, First St. and Westwood Dr., First St. and Wren Ave., First St. and Wayland Lane/Miller Ave., First St. and Hanna St. These distinct locations correlate with existing arterial streets and major intersections along the corridor. The proposed streetcar will share the road with vehicular traffic and run along the right side of traffic. The purpose is to provide convenient, accessible public transit within the compact urban setting of the corridor and strengthen the connection into the city's downtown. The streetcar is oriented towards servicing the local mobility of the corridor, promoting economic development, and creating more livable and desirable places for the residents.

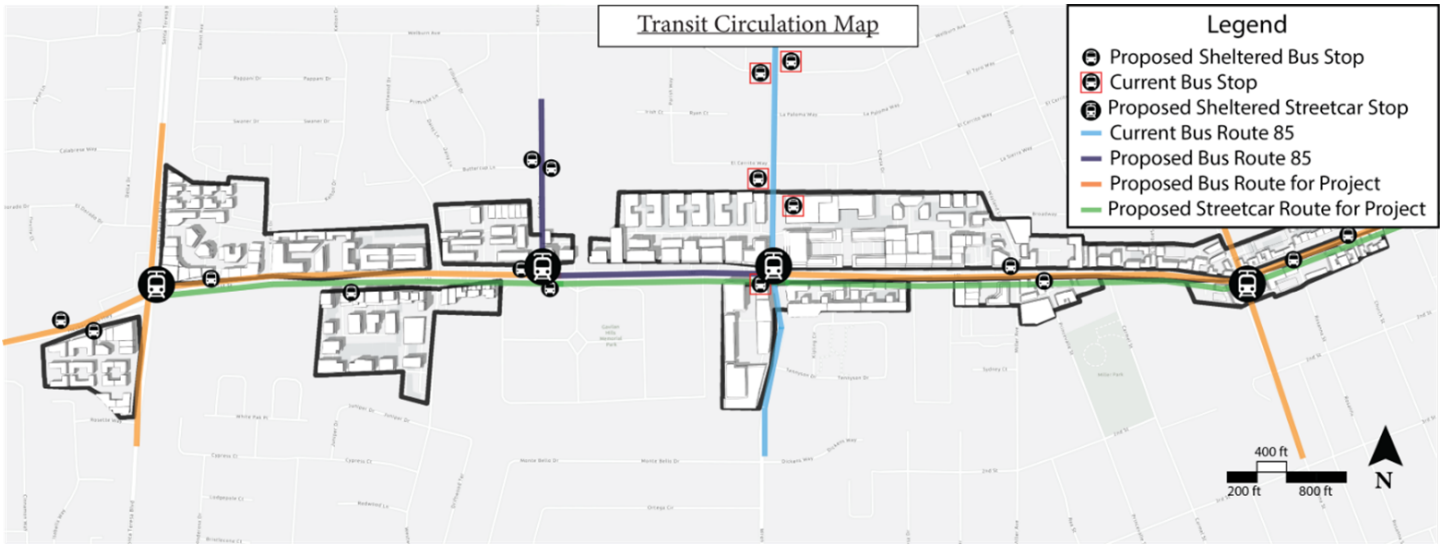

Figure 7.10 The Pinnacle - Transit Circulation Map

Street Sections

SECTION A: FIRST STREET EAST

Eastern portions of the site with a right of way of 80 feet are represented by section A. As depicted, there are two lanes of traffic, a shared turn lane and a streetcar in a dedicated lane. Bike lanes go each direction, and are separated by either a curb or bioswale, to ensure safety and encourage a high degree of ridership throughout the corridor. The site offers a generous 12-foot sidewalk allowing for stores and restaurants to spill into the street and allowing for amenities such as benches, bus stops, tree beds, and informational displays.

The implementation of bioswales gives the first street corridor a distinct sense of sustainability. These will collect and treat stormwater runoff from the corridor and overall improve the water quality in the city's waterways, reduce the corridor's stormwater flow, and improves the street drainage. The bioswales will be located along the intersections and midblock of first street and will be placed on curb bulbs or curb extensions. These curb bulbs help enhance the safety for the pedestrians crossing the road and will help calm traffic by visually narrowing the street.

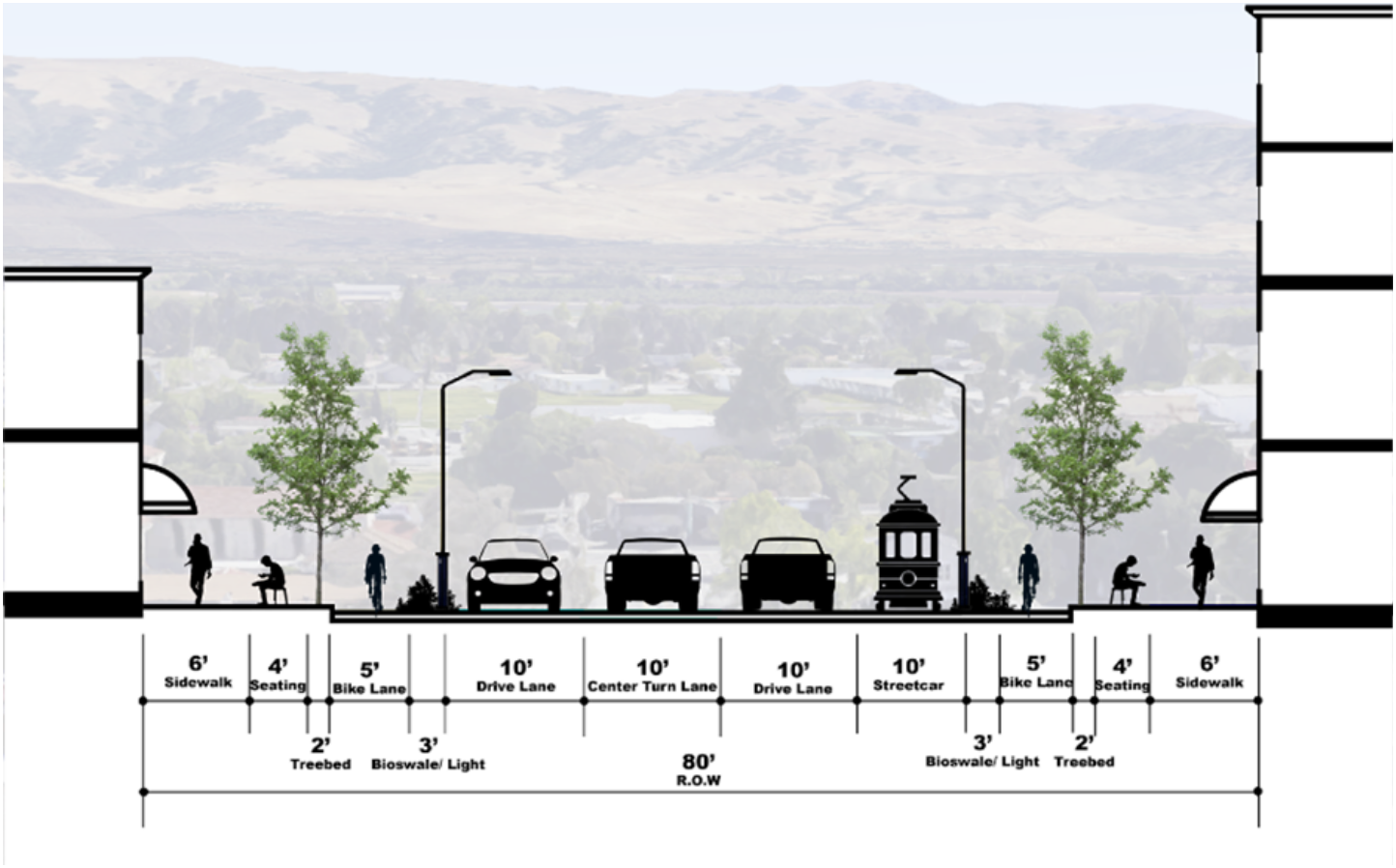

Figure 7.11 The Pinnacle - Section A: First Street East

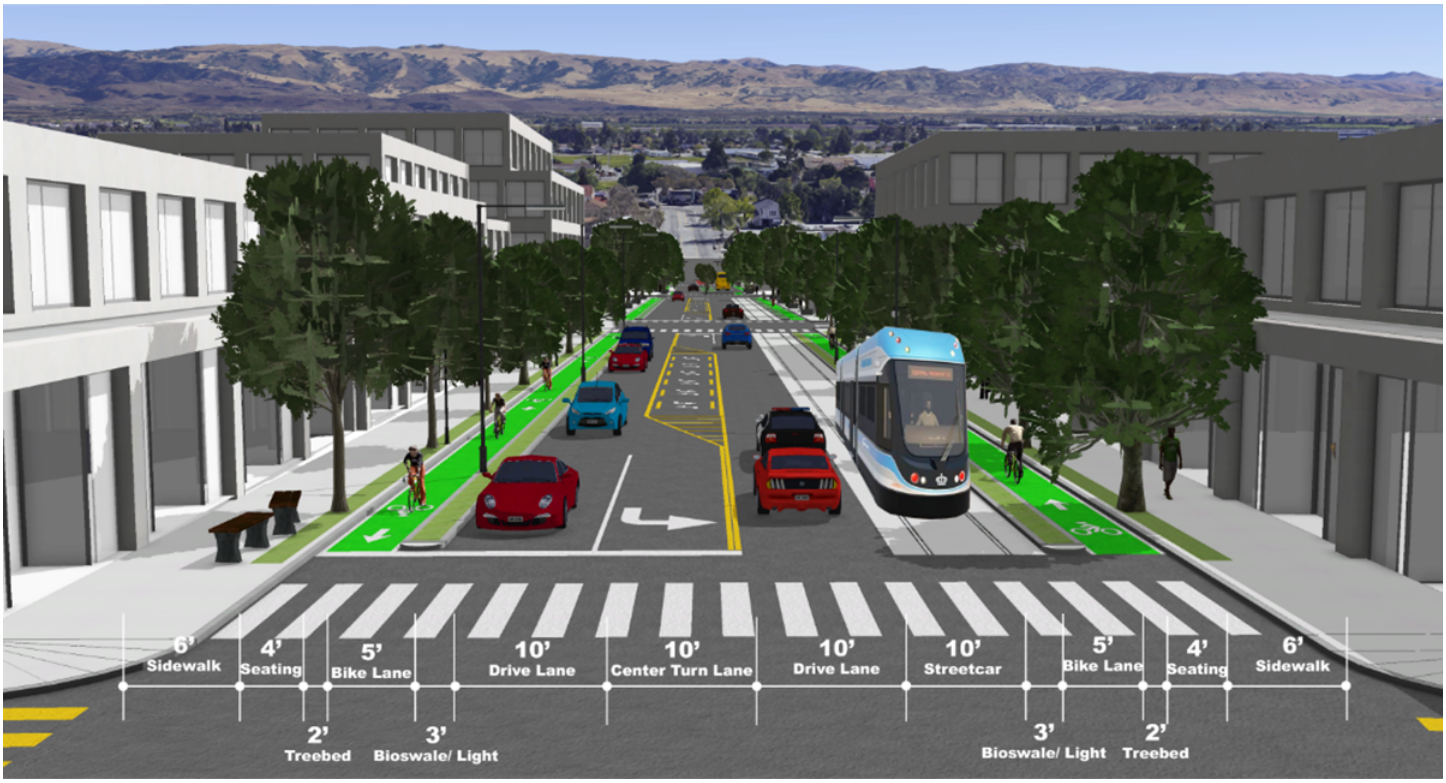

Figure 7.12 Perspective view of Section A in the Eastern part of the First Street Corridor

SECTION B: FIRST STREET WEST

Western portions of the site with a Right-Of-Way of 110 feet are represented by Section B. As depicted, there are four lanes of traffic, a shared turn lane and a streetcar in a dedicated lane. Bike lanes go each direction, and are separated by either a curb or bioswale, to ensure safety and encourage a high degree of ridership throughout the corridor. The site offers a generous 15-foot sidewalk allowing for stores and restaurants to spill into the street and allowing for amenities such as benches, bus stops and informational displays.

The implementation of a streetcar gives the first street corridor a distinct sense of urbanism and allows for convenient movement throughout the lengthy site. The dimensions and number of traffic lanes will ensure the entire area has adequate access, while not turning our pedestrian oriented center into a freeway.

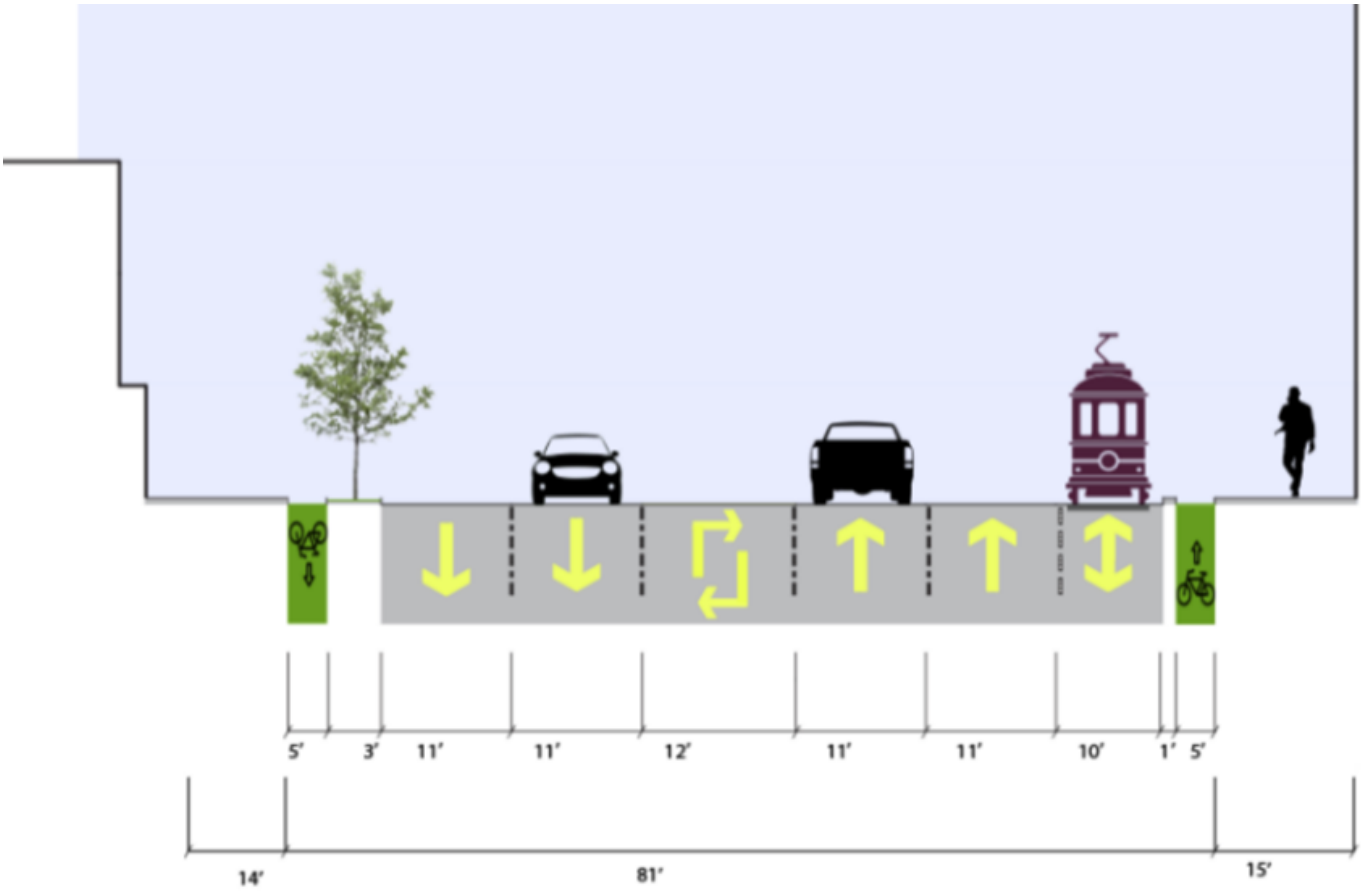

Figure 7.13 The Pinnacle -Section B: First Street West

Building Typology

BUILDING TYPOLOGY

The Pinnacle introduces a range of new building typologies into the First Street Corridor. Featuring a higher density along the street-front and a lower density bordering the plan area, adjacent to existing single-family housing. To ensure daylight access to all residential and office units in taller buildings, the buildings along the street-front often utilize an irregular or alphabet shape. As well, buildings towering over First Street are tiered back from the street on the higher stories, so as to not impose upon pedestrians down below. Smaller footprints often utilize a small-box shape, and blend well with existing structures in the region.

Figure 7.14 Map detailing the building typologies throughout the First Street Corridor

BUILDING HEIGHT

Similar to density, building height tapers down towards the outskirts of the Plan Area. The Pinnacle introduces the most radical building heights of all scenarios, 7-stories, and features multiple buildings with this height towards the core of the Corridor. Here, the Pinnacle gets its name, reaching above the rest of Gilroy. Surrounding the core, buildings seldom feature a height of more than 3 stories, and therefore provide no conflict with the neighboring single-family residential neighborhoods surrounding the Plan Area.

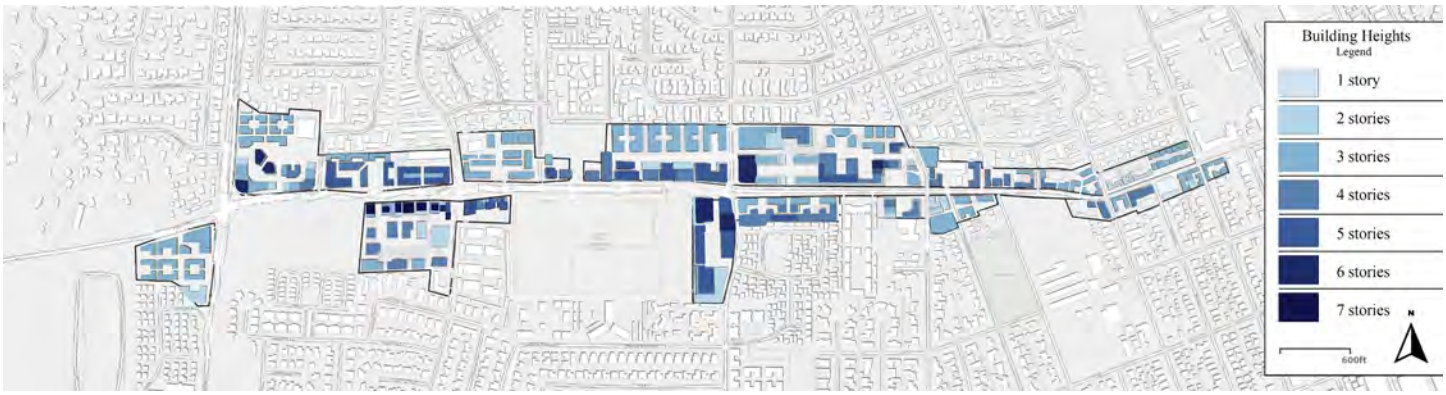

Figure 7.15 Map Detailing building height in First Street Corridor, under Scenario C.

Zoning Regulations

Zoning Label: C1: Neighborhood Commercial

Allowed Uses: Lower intensity stores and operations, establishments that cater towards residents in the immediate area, cafes, bakeries, small grocery stores, daycare centers, small bank branches and cleaners.

Zoning Label: C3: Shopping Center Commercial

Allowed Uses: Larger market areas, areas with high volumes of customers, large grocery stores, retail stories, malls, furniture stores, department stores, big box stores

Zoning Label: MU-: Medium Density Mixed Use

Allowed Uses: Corporate office, health care offices, WeWork, shared office spaces

Zoning Label: MU-2: High Density Mixed Use

Allowed Uses: Offices, retail, commercial, residential, public facilities

Zoning Label: PF: Public Facilities

Allowed Uses: Museums, visitor centers, art exhibition space, schools, city Hall, libraries, police and fire stations

Zoning Label: PO: professional office

Allowed Uses: Corporate office, health care offices, WeWork, shared office spaces

Zoning Label: R3 - Medium-Density Residential

Allowed Uses: Multi-family attached structures, 1-3 story apartment complexes, townhomes, condominiums

Zoning Label: R4 - High-Density Residential

Allowed Uses: 4-6 story apartment complexes, condominiums, high density hotel complexes

Zoning	Maximum FAR	Land Coverage	Front Setback	Side Setback	Back Setback	Maximum Height
Proposed						
MU-1 - Mixed Use Commercial	1.00	34%	10 ft	10 ft	10 ft	40 ft
MU-2 - Mixed Use Commercial & Office	0.46	26%	10 ft	10 ft	10 ft	30 ft
PO - Professional Office	0.64	32%	10 ft	10 ft	10 ft	23 ft
R-3 - Medium Density Residential	0.71	29%	12 ft	12 ft	12 ft	36 ft
Existing						
C1- Neighborhood Commercial						
C3- Shopping Center Commercial						
PF- Public Facility						

Existing Uses will keep current zoning standards

Figure 7.16 Zoning standards under Scenario C.

Figure 7.17 Proposed zoning within the Corridor under Scenario C.

CHAPTER 7

Scenario D

The Hub

Concept

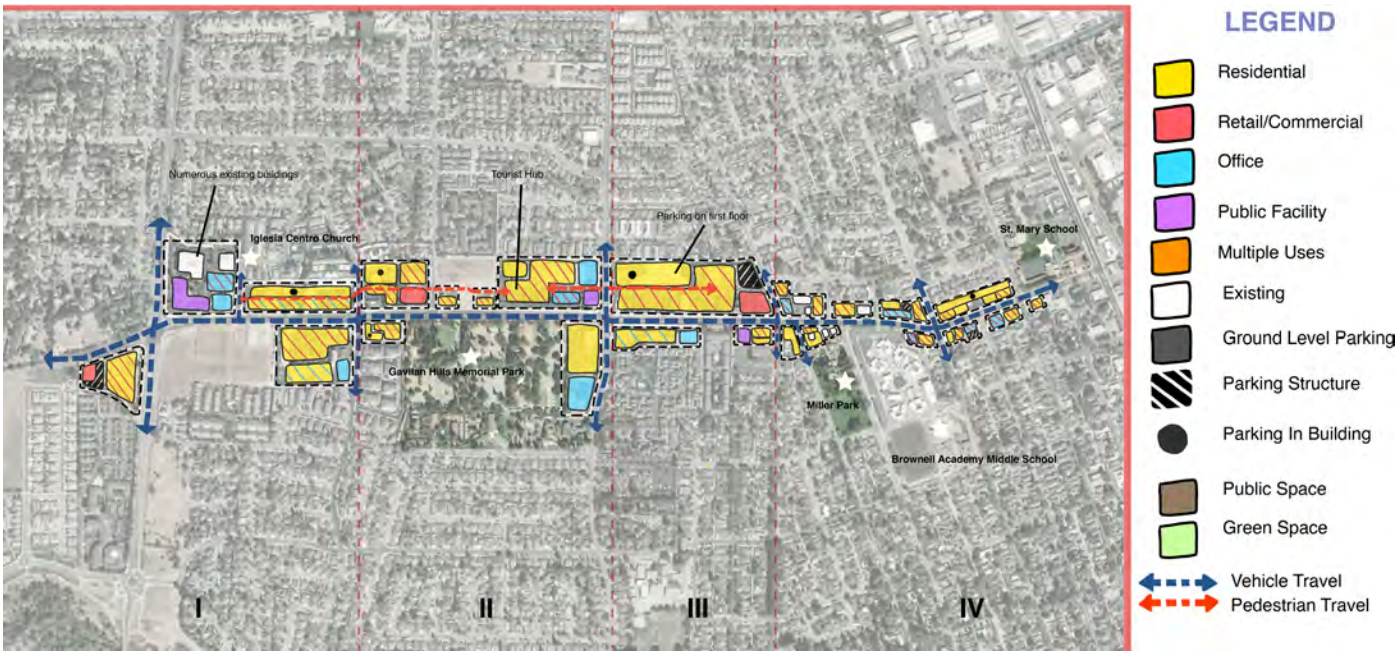

Figure 8.1 Conceptual Diagram for Scenario D.

The Hub highlights ranges of businesses and modern life quality shown by mixed-use regions of Gilroy. The contemporary life quality consists of a compact-live development concept. The land use distribution plan confirms that adding housing would be supported by increased jobs that bolster the area's socioeconomic status. Nonetheless, the land use distribution plan highlights four general categories of land usage that range from commercial, residential, and public facilitates such as parks and schools. Zoning districts that align with the high-density residential designation comprise single and two-family residential.

The public space in the urban model is ideal for the establishment of hotels and other public facilities with efficient public spaces for easy mobility. On the other hand, tall buildings make the establishment of hotels reliable for the urban area. The ground level of the First Street Corridor serves as a permeable intervention that allows all individuals to conduct life, travel, work, and prioritize human scale throughout the land use distribution design. Similarly, the concept diagram shows a unique design that revolves around residential and commercial use located on the West side of the corridor to transition into a high-density mixed-use core. On the contrary, medium-density residential is the everyday residential land use noticed throughout Gilroy commonly applied to existing regions of predominant single families with detached homes.

In essence, the land use distribution map needs not to be confused with the zoning map because it is a long-term planning technique used to depict the desired development pattern used in future designs. Moreover, the East side of the development aims at transitioning from residential development that shows the development of Gilroy's downtown core showing the low intensity of mixed usage. Tall buildings existing in the core have increased drawbacks noticed in upper floors used to break the massing structures for establishing human scale.

Goal 1: Create a bustling corridor that adequately represents the city and enhances tourism.

Policy 1.1: Establish First Street as a hub for tourism by including various landmarks to Gilroy and visitor booths with information.

Policy 1.2: Attract tourism by devoting a large amount of space in the First Street Corridor to retail, commercial, and restaurant uses.

Policy 1.3: Ensure that the corridor includes various fountains, gateways, signage, and art that portray the history of Gilroy.

Policy 1.4: Create pocket parks and functional sidewalk space along the corridor to increase attraction to the area without diminishing the corridor's need for higher density.

Policy 1.5: Provide First Street with a hotel to increase the existence of a tourist population.

Policy 1.6: Expand upon Gilroy's established footing in tourism, agriculture/ food, and regional shopping.

Policy 1.7: Provide ample, high quality public spaces with formal and informal seating options and encourage amenities that attract residents and tourists

Policy 1.8: Provide a mix of semi-public and public spaces that form both central spaces and enclosed outdoor spaces near retail activity.

Policy 1.9: Allow flexibility in land uses that can respond to current and future market demands and ensure economic viability.

Policy 1.10: Create employment spaces that foster small local business development and promote tourism.

Policy 1.11: Outdoor community spaces should be designed to accommodate a wide range of activities such as outdoor dining, sidewalk sales, community events, recreation, etc

Policy 1.12: Create a focal point in Gilroy's urban fabric through a unique, memorable use (e.g. outdoor movie theatre, sculpture garden, library, etc).

Goal 2: Create a corridor that strictly maintains higher density housing while also aligning with demographic needs.

Policy 2.1: Promote residential units on the upper stories of structures and encourage commercial activity at the street level.

Policy 2.2: Include a multi-story condominium or apartment complex.

Policy 2.3: Provide housing that can be redeveloped and adaptable for future residential needs/demographics.

Policy 2.4: Provide a range of affordable housing options such as live-work spaces, co-housing, and assisted living facilities.

Policy 2.5: Dedicate a percentage of the housing units to affordable housing.

Policy 2.6: Introduce affordability-by-design practices that consider unit size/form to create an economically diverse neighborhood.

Policy 2.7: Provide an adequate amount of surface and structured parking to meet the needs of higher density housing.

Land Use Distribution

OVERVIEW

The Hub aims to create a vibrant mixed-use region in Gilroy that thrives off tourism and introduces a wide range of businesses and housing for residents. The Hub is envisioned as a high-density city center with a focus on promoting residential and employment growth, while improving the city's footing in tourism and hospitality. The Hub creates a tourist experience through the establishment of hotels and regional attractions, connectivity among a network of interesting public spaces, promotion of public exploration through the site layout, and a diverse mix of land uses. Its compact, walkable design supports regional and local retail establishments that will attract tourists and activity to First Street, while also promoting office hubs accessible to residents. A mix of residential and retail uses is the primary focus along the corridor in this scenario. Office space centers are also dispersed throughout the corridor adjacent to larger, residential uses. Throughout the Hub, public spaces are activated by retail and commercial entertainment at the ground floor and overlooked by residential and office space on the upper floors. A central paseo that runs east-west through the northern half of the site is punctuated by interesting commercial and residential uses, and it helps connect various public plazas throughout the site. It is also worth noting is that the west end of the corridor serves as a gateway into the First Street Corridor, and the east end serves as a transition to the downtown core.

DISTRICT 1

The proposed land use of District I is high density mixed-use commercial and residential with an emphasis on tourism. The intent behind this is to stimulate the local economy and establish the First Street Corridor as a destination with Hotel Gilroy facing the intersection of Santa Teresa and First Street. To

Figure 8.2 Proposed land uses for District 1.

match the existing medium density residential areas adjacent to the site, District I is almost uniformly high and medium and high density, which helps draw in residents and onlookers from the neighboring areas to the site and through the pedestrian paseo.

DISTRICT 2

The proposed land use of this district is mainly mixed-use spaces of commercial and residential. These spaces will help to boost the local economy and provide more housing options. In district two there are also large public spaces, particularly the central paseo which helps to create strong interactive public spaces for residents and visitors alike. District II of the Hub is designed to serve as a tourist node for the First Street Corridor to helps to connect Gilroy's downtown, located to the east of the site, and Gilroy's quieter neighborhoods and rural lands to the west.

Figure 8.3 Proposed land uses for District 2.

Figure 8.4 Proposed land uses for District 3.

DISTRICT 3

The land uses proposed for District III mainly comprise residential and mixed-use buildings, although commercial, office, parking, and public facility spaces are also present. A paseo on the northern side of the site provides safe passage for pedestrians through the district. The mixed-use commercial and residential buildings present are mainly focused around a pedestrian plaza on the north side of first street at a central point on the pedestrian passage. On the south side of the street, an office building as well as several office/residential mixed-use buildings provide a complement to the offices nearby in District II.

Figure 8.5 Proposed land uses for District 4

DISTRICT 4

Proposed land uses for District IV blend commercial and office space while maintaining the scenarios commitment to increasing housing. Uses types are distributed across the district to ensure the activation of public spaces throughout the entire day. Public space and commercial buildings serve the school located in the middle of the district as well as office employees. The rendering demonstrates some key formal components of the district, including buildings fronting the street to improve the pedestrian experience. The formal qualities and population density of this design promote the neighborhood as a transition between the corridor and Gilroy's downtown.

Land Use Statistics and Capacity Indicators

OVERVIEW

Scenario D "The Hub" land use distribution plan highlights four general categories of land usage that range from residential, commercial, residential, and public facilitates.

The population of the scenario is 5,354, which is somewhat higher than the population of the other scenarios. The scenario would create 2,100 jobs for the residents who live in this community. Although this is around 1,000 jobs fewer than "The Pinnacle", a main goal of "The Hub" for the First Street Corridor is to provide more housing in the city of Gilroy. The jobs to housing ratio is therefore also lower at 2,154 jobs to 2,891 households, where the increased housing opportunities will attract people from the surrounding metropolitan areas.

ENERGY CONSUMPTION AND CO2 EMISSIONS

The high-density development results in increased energy, water, and emissions consumption. In contrast to Scenario C, which produces just 408,782 kWh/day, this scenario would boost energy demand in the community by 405,740 kWh/day. CO2 emission production would increase 53 t/d, mostly because of jobs, retail, and commercial activities along the corridor attracting vehicle traffic.

WATER USAGE

The scenario's internal and external water consumption demands considerable planning and rigorous adherence to Gilroy's water reduction strategy. Water usage would be approximately 369,439 gal/d internal usage & 158,331 gal/d external usage from households and businesses.

Capacity Indicators	Population	Households	Jobs	Daily Trips	Energy Use	CO2 Emission	Internal Water Use	External Water Use	Waste Water	Solid Waste
Scenario A	2,726	1,472	363	3,090	181,878 kWh/d	22 t/d	168,160 gal/d	72,069 gal/d	147,981 gal/d	8,424 lb/d
Scenario B	3,343	1,805	1,834	5,177	273,619 kWh/d	36 t/d	243,702 gal/d	104,444 gal/d	214,457 gal/d	12,397 lb/d
Scenario C	5,028	2715	3283	8,311	408,782 kWh/d	63 t/d	368,629 gal/d	157,984 gal/d	324,393gal/d	19.426 lb/d
Scenario D	5,354	2,891	2154	7508	405,740 kWh/d	53 t/d	369,439 gal/d	158,331 gal/d	325,106 gal/d	18,688 lb/d

Figure 8.6 Breakdown of various capacity metrics across all 4 Scenarios

Circulation

PEDESTRIAN CIRCULATION

Currently, the main pedestrian flow is on First Street; however, since First Street is very vehicular oriented, it does not represent safe and adequate pedestrian circulation. To correct this and provide more pedestrian access, the site holds a main network through buildings and points of interests to create a paseo across most of the site. This paseo will become the primary pedestrian circulation through the site, which is safe and away from the main street. In the smaller networks of buildings off of the paseo are walkways representing internal pedestrian flow. The project also introduces multiple crosswalks in areas where vehicular and pedestrian circulation will intersect.

Figure 8.7 The Hub - Pedestrian Circulation Map.

BICYCLE CIRCULATION

To increase bike use along First Street, there will be bike lanes on both sides of the street which will be protected by a series of parklets and bus shelters. Located on Santa Teresa Boulevard, Wren Avenue, and Church Street there will be bike lanes on the street. To support bicycle use there will be a series of bike racks and lockers located in and around the site. In repetitive use and higher stake areas such as offices and the hotel, there will be E lockers to provide a more safe and secure location for the residents who travel to their job offices every day and the tourists using the hotel.

Figure 8.8 The Hub - Circulation Map

VEHICULAR CIRCULATION

The primary and most dense circulation for the site will be along First Street. Vehicles can use the designated secondary circulation streets for direct access to First Street. Streets designated for tertiary circulation will be used to access parking structures and lots within the site. Vehicles can enter the corridor via First Street itself or from any of the secondary circulation streets. The goal is to create a network of secondary and tertiary streets to allow easy access within the site and into parking locations. There is a vast amount of mixed-use parking opportunities, five parking structures, and four surface parking areas located on the site to meet the needs of a dense, tourist hot spot location.

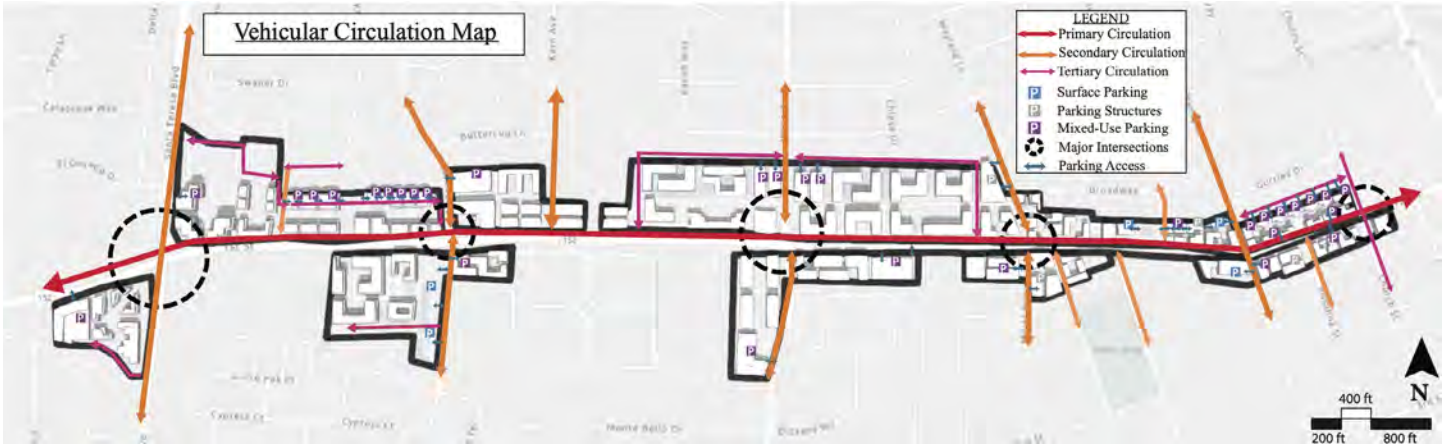

Figure 8.9 The Hub - Vehicular Circulation Map.

TRANSIT CIRCULATION

Due to the focus of high density and tourism in the site, First Street Corridor is equipped to be highly transit oriented. Currently in place is Bus Route 85 along Wren Avenue. Listed in the Gilroy General Plan is a proposed Bus Route 85 along Kern Ave and a small portion of First Street. To create a much more transit-oriented site, our project introduces a bus route along the entire First Street with sheltered bus stops located near the entrances of important commercial, retail, hotel, and office locations. The goal is to create an easily accessible site by using the bus system. First Street itself does not obtain any street parking in order to incentivize more focus on using public transit.

Figure 8.10 The Hub - Transit Circulation Map

Street Sections

FIRST STREET WEST SECTION

The current width of the right of way for Districts I, II, and III in the First Street Corridor is 110'. However, this right of way is being used inefficiently with two extremely wide vehicular lanes each way, a turning lane, and standard width pedestrian sidewalks. With the re-envisioned Scenario D streetscape, we wanted to emphasize public transit and bicycle circulation since there are already several parking structures along the Corridor. This is done with a wide 8' median protecting the bike lanes from vehicular traffic. This wide median also has bus shelters and greenery and trees where there are no bus stops. For the bike lane traveling east there is a 1' curb to protect cyclists from vehicular traffic. Additionally, the turning lane has been widened to 11' and transformed into a green median / turning lane with foliage. There are two 11' vehicular lanes each way which makes room for widened 18' pedestrian sidewalks with foliage and opportunities for outdoor dining.

Figure 8.11 Section of the west side of the First Street Corridor featuring wider streets and more vehicular lanes.

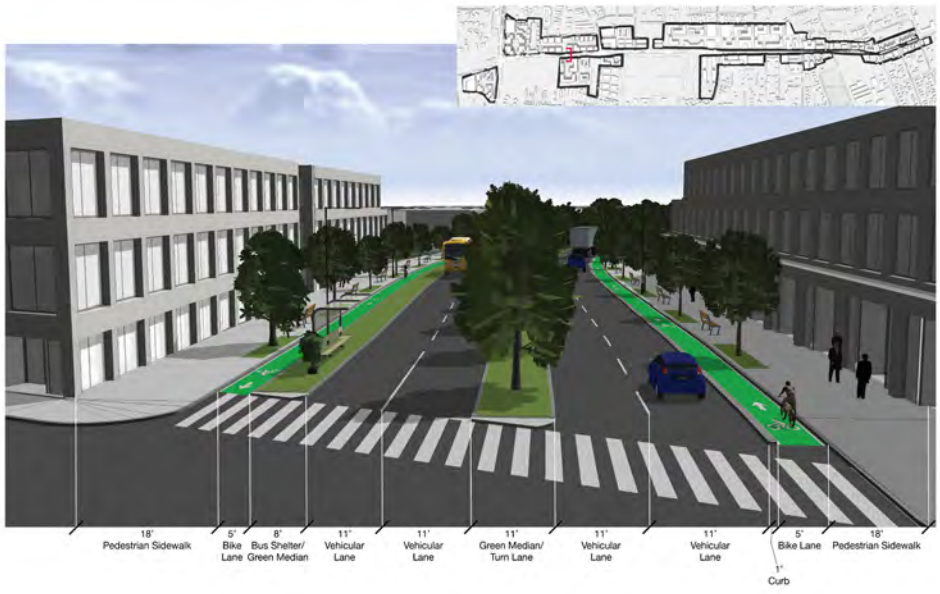

Figure 8.12 Perspective of First Street West .

FIRST STREET EAST SECTION

The current width of the right of way for District IV in the First Street Corridor is 80'. This is being used with a very wide vehicular lane each way along with street parking, a turning lane, and standard width pedestrian sidewalks. With the re-envisioned Scenario D streetscape, we wanted to emphasize public transit and bicycle circulation since there are already several parking structures along the Corridor. This is done with a wide 6' median protecting the bike lanes from vehicular traffic. This wide median also has parklets, bus shelters, and foliage. The bike lane traveling east there is a 1' curb to protect cyclists from vehicular traffic. Additionally, the turning lane has been transformed into a narrowed to 3' median with foliage. There are two 10' vehicular lanes each way and 10' pedestrian sidewalks with foliage and benches.

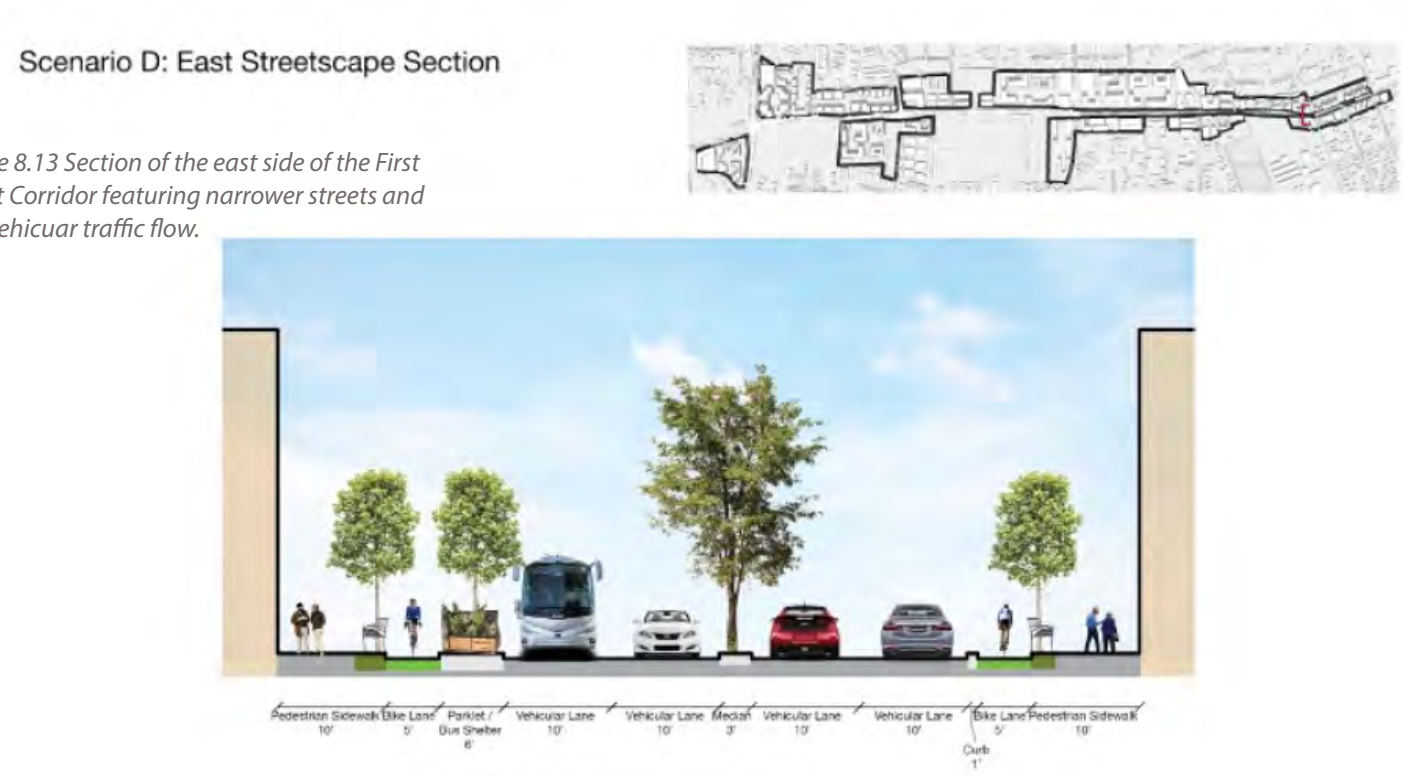

Figure 8.13 Section of the east side of the First Street Corridor featuring narrower streets and less vehicuar traffic flow.

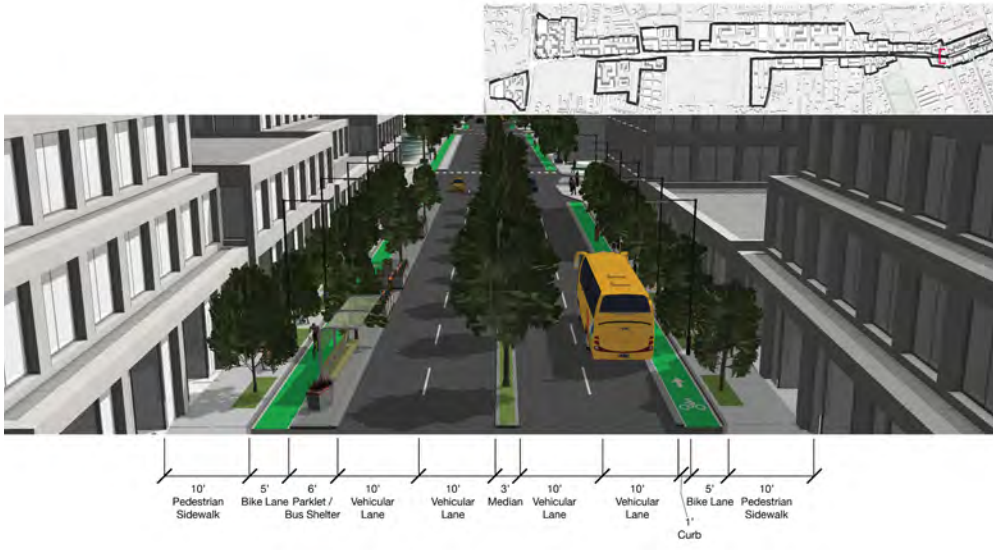

Figure 8.12 Perspective of First Street East .

Building Typology

BUILDING TYPOLOGY

The Hub transformed Gilroy's First Street Corridor into an inviting high density residential development focused on tourist attraction. The form of the buildings across the corridor range in both size and shape to accommodate pedestrians and residents accordingly. The western end of the corridor features irregular and hybrid building forms to accommodate for both the parcel shapes and the intentions of the western end of the corridor. As one moves along the corridor towards Districts 2 and 3, the rectangular and alphabet shaped buildings are prevalent. These building forms are flexible to work with and can accommodate a wide range of building heights for a large population. The building forms also create opportunities for ample public and private open space as well as paseos that can be either public or private depending on the building orientation. Specifically, in Districts 2 and 3 on the northern end, the L and U-shaped buildings create a pedestrian passage, promoting walkability and on-site circulation. Lastly in District 4, the density decreases with the building form intensity. To fit the neighborhood, feel of the surrounding area, District 4 primarily consists of rectangular and alphabetic building forms to maintain a lower-density uniform with the surrounding residences.

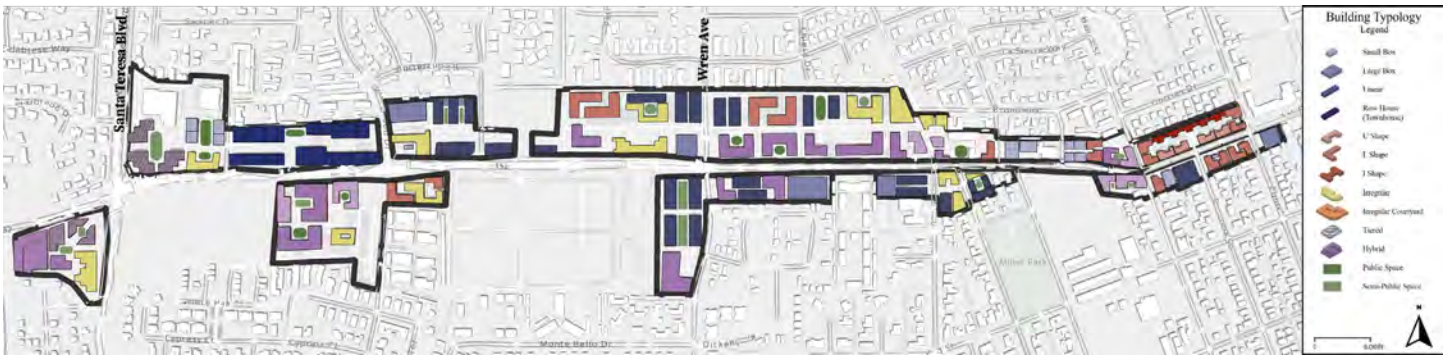

Figure 8.15 Building typology form map indicating the building types and public spaces.

BUILDING HEIGHT

District 1, or the western point of the design, and District 3, the center portion of the site, most closely embody The Hub's high density feel. The buildings within these districts span between two and six stories and are most dense on the street-facing developments. The intention behind front-heavy development is to engage with both the pedestrian and automobile traffic along First Street and to match the surrounding higher densities closest to these areas, as previously stated. Additionally, the high density on the streetscape allows space for plazas and courtyards in-between and in front of the buildings. Contrastingly, District 4, or the eastern end of the corridor, is the least dense with most buildings under four stories. This is to respect the neighborhood area directly adjacent to these developments. Similarly, District 2, which is directly adjacent to District 1, is less dense toward the northern portion of the district to not disrupt the neighboring residential areas lining the outer portion of the site.

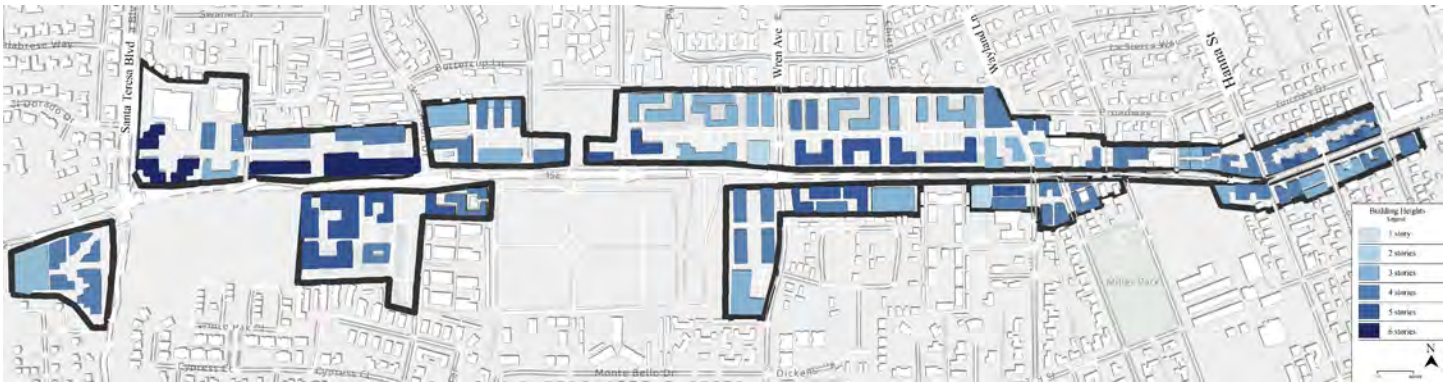

Figure 8.16 Building typology height map indicating the number of stories per building.

Zoning Regulations

Zoning Label: C1: Neighborhood Commercial

Allowed Uses: Lower intensity stores and operations, establishments that cater towards residents in the immediate area, cafes, bakeries, small grocery stores, daycare centers, small bank branches and cleaners.

Zoning Label: C3: Shopping Center Commercial

Allowed Uses: Larger market areas, areas with high volumes of customers, large grocery stores, retail stories, malls, furniture stores, department stores, big box stores

Zoning Label: MU-: Medium Density Mixed Use

Allowed Uses: Corporate office, health care offices, WeWork, shared office spaces

Zoning Label: MU-2: High Density Mixed Use

Allowed Uses: Offices, retail, commercial, residential, public facilities

Zoning Label: PF: Public Facilities

Allowed Uses: Museums, visitor centers, art exhibition space, schools, city Hall, libraries, police and fire stations

Zoning Label: PO: professional office

Allowed Uses: Corporate office, health care offices, WeWork, shared office spaces

Zoning Label: R3 - Medium-Density Residential

Allowed Uses: Multi-family attached structures, 1-3 story apartment complexes, townhomes, condominiums

Zoning Label: R4 - High-Density Residential

Allowed Uses: 4-6 story apartment complexes, condominiums, high density hotel complexes

Zoning	Maximum FAR	Land Coverage	Front Setbacks	Back Setback	Maximum Height
Proposed					
C3 - Shopping Center Commercial	2	70%	10 ft	10 ft	45 ft
MU-1 - Medium Density Mixed-Use	2	75%	10 ft	10 ft	33 ft
MU-2 - High Density Mixed-Use	2.75	100%	10 ft	10 ft	77 ft
PF - Public Facilities	2	60%	10 ft	10 ft	50 ft
PO - Professional Office	2.5	70%	10 ft	10 ft	52 ft
R-3 - Medium Density Residential	2	70%	10 ft	10 ft	36 ft
R4 - High Density Residential	2.75	90%	10 ft	10 ft	97 ft
Existing					
C1- Neighborhood Commercial					35 ft
R3-Medium Density Residential			26 ft	15 ft	45 ft

Figure 5.17 Zoning standards under Scenario D

Figure 5.18 Proposed zoning within the Corridor under Scenario D

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