

MISSION SAN JOSE COMMUNITY MEETING

The Mission San Jose Community was invited to a Community Meeting on October 18th, 2018 at the Olive Hyde Program Center (from 6:30-8:00pm).

About 75 people attended the meeting. Many were business owners or residents of the Mission San Jose area.

After a short presentation about the area, participants were asked for their feedback, generally about these three questions.

Where is the commercial heart?
What would commercial success look like for Mission San Jose?
Where should we focus our commercial efforts in the Mission San Jose Study?

Feedback is summarized below:



1. Reduce Traffic on Mission Boulevard
 - Number one problem to solve, stop Mission as 680 by-pass
 - Traffic hinders access by all local and Fremont customers
 - Accommodate existing and new housing traffic, discourage through traffic
 - Implement traffic calming and corridor streetscape plan
 - Explore closing Ellsworth to traffic, at least northern block at Washington
 - Work on regional measures also, e.g. BART, traffic apps, I-680 express lanes
2. Improve Commercial Presence in Area
 - Where is the commercial heart of Mission San Jose?
 - Learn from good examples, e.g. Downtown Livermore; process, businesses, traffic
 - Assist successful businesses, such as Mission Coffee and California Craft Beer
 - Attract local serving businesses, e.g. bakery, gifts, delicatessen, pharmacy, grocery
 - Encourage local community to support Mission San Jose businesses
 - Study demographics of five minute drive time from Mission San Jose village
 - Provide parking in strategic locations for walking to businesses
 - Disincentivize educational and tutoring businesses, of which there are 27 now
 - Use existing facilities, such as McIvor's former hardware store building
 - Attract restaurants and eateries to complement events and performances
 - Add pop-up businesses and outside markets, e.g. a farmer's market

3. Recognize Mission San Jose as a Destination
 - Advertise and market the features, events, and history
 - Mission San Jose and Mission Museum, the Museum of Local History
 - Mission Peak & East Bay Regional Park trailheads at Ohlone & Stanford Avenue
 - Recognize and add to annual events: Olive Festival, Tree Lighting, Las Posadas
 - Ohlone College Performing Arts Center and Mission Coffee monthly music
 - Olive Hyde Community Center and Arts Gallery, Old School building
 - St. Joseph's Church and School, Dominican Sisters
 - Palmdale Gardens and Mission Creek, now next to the "Abbey" residences
 - Need to have places to eat after events and activities in Mission San Jose
 - Need more than 13,000sf of retail space in development at Ohlone College

4. Maintain Historic "Village" Character
 - Use and improve the existing historic guidelines for Mission San Jose
 - Keep the character of Mission Coffee and the Olive Hyde center
 - Preserve historical buildings and features, such as olive trees along Mission Boulevard
 - Learn from the revitalization of the Niles neighborhood in Fremont
 - No more housing? However, some say housing needed for commercial success

5. Adapt to Changing Demographics
 - Document the changes in ethnicity, culture and age of the population
 - Provide more facilities for young families and children in the immediate area
 - Add playground(s) for children near commercial area for young families, as in Pleasanton
 - Create a commercial and event strategy that recognizes changing demographics
 - Need a market for groceries, e.g. Trader Joe's, perhaps in McIvor's Hardware building? Mission San Jose is a "food desert"
 - Recognize the Ohlone College population in the community
 - Locate the Ohlone College student commons on Mission Boulevard?
 - Study commercial history of Mission San Jose from 1990 to 2010, what happened?

6. City Government should Assist Commercial Strategies
 - Good example is Livermore, "Real City Backing"
 - Invest in infrastructure: Mission Boulevard, sidewalks, children's park
 - Niles is an example of infrastructure investment in Fremont
 - Streamline development approval and permitting process
 - Add incentives to attract neighborhood serving business and shops
 - Add disincentives through zoning for tutoring businesses, except on Ellsworth?
 - Increase enforcement of traffic violations by City police
 - Add convenient, obvious surface parking with signage; shared with Ohlone College?
 - Assist with advertising and marketing destinations for Mission San Jose
 - Work with Ohlone College to improve proposed development on Mission